"ANALYSIS OF LOCAL TV NEWS BROADCASTS"

- REPORT TO THE
TASK FORCE ON BROADCASTING POLICY -

WALTER I. ROMANOW
STUART H. SURLIN
WALTER C. SODERLUND

UNIVERSITY OF WINDSOR

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INTRODUCTION:

According to our agreement with the Task Force on Broadcasting Policy, the following is a summary and analysis of data collected in the month of October, 1985 for the purposes of comparing local TV news on CBC owned and operated stations to privately owned stations within the same community.

Because of severe time constraints, it is underscored here, that conclusions drawn are not to be considered representative of either an entire season or of typical news behavior for each TV station analyzed. This, not withstanding, we have no reason to believe that with a larger sample drawn over a larger period of time, the results would be markedly different.

Again, due to the particular focus of this study, interpretive analysis is limited to reflecting salient data about program formats, reporting styles, and the content of newscasts. At no time are the data intended to describe the quality of newscasts analyzed in this study; thus, at no point should it be inferred that any one news operation is "better" or "worse" than another.

RESEARCH METHODS

A. SAMPLE FRAME

All Monday through Friday dinner hour newscasts on 10 CBC aired and operated stations and 11 private stations covering the period of October 14 through November 1, 1985. Eight cities were included in the study, with both English-language and French-language pairs studied in Montreal and Ottawa-Hull. Three stations (one CBC-owned and operated and two private stations) were studied in Toronto.
(See list of cities and stations studied)

B. SAMPLE SIZE

Five newscasts per station .

C. SAMPLING METHOD

Using a table of random numbers, a constructed week consisting of a Monday, Tuesday, Wednesday, Thursday, Friday was generated. The actual week studied is as follows:

Monday, October 28; Tuesday, October 15; Wednesday, October 23; Thursday, October 17; and, Friday, October 18.

This resulted in a sample of 75 English-language newscasts and 30 French-language newscasts. Since two newscasts in Ottawa were unavoidably missed, 73 English-language newscasts are included in this study.

D. RECORDING

The newscasts were video-taped in their city of origin and sent to the University of Windsor for analysis and coding.

E. CODING

Each news story, feature, sportscast, weather report and commercial occurence was coded. Promotions and chit-chat between newspersons were not coded. Sportscasts were coded as one occurence, regardless of the number of sports items covered. The same rule was followed for weather reports. Each news item was coded for sequence in the newscast, running time, type of content, origin of content and format of presentation. Intercoder reliability between all three coders is .83.

F. ANALYSIS

Data will be analyzed within each city, comparing the CBC owned and operated station with either its CTV private or TVA private affiliate competitor. In Toronto, one additional privately owned station was studied, independent CITY-TV. For Ottawa-Hull and Montreal, separate analysis was done for English and French language CBC and private station competitors.

Also, a cumulative analysis is made between all English language CBC and private stations in seven cities; between all French language CBC and private stations in three cities; and, an overall comparison between all CBC and private stations in all eight cities studied. Inadvertently one English CTV station was left out of this final overall analysis.

Finally, an additional analysis involving a similar content analysis for network television news over the same five days is included. The network newscasts for the CBC (English) and CTV networks; and, the CBC (French) and TVA networks are compared along the same lines as the local television newscasts.

When relevant, a statistically significant difference between the distribution of scores by the groups under comparison will be indicated. This test of significance will usually be Cramer's V or Phi. The .05 level of significance is used as the cutting-off point for identifying significant differences.

LIST OF CITIES AND STATIONS STUDIED

			Language
1.	Vancouver, B.C.	CBUT (CBC O & O)	(E)
		CHAN-TV (CTV AFFILIATE)	(E)
2.	Edmonton, Alta.	CBXT (CBC O & O)	(E)
		CFRN-TV(CTV AFFILIATE)	(E)
3.	Winnipeg, Man.	CBWT (CBC O & O)	(E)
		CKY-TV(CTV AFFILIATE)	(E)
4.	Toronto, Ont.	CBLT (CBC O & O)	(E)
		CFTO-TV (CTV AFFILIATE)	(E)
		CITY-TV (IND)	(E)
5.	Ottawa,Ont - Hull,Que.	CBOT (CBC O & O)	(E)
		CBOFT (CBC O & O)	(F)
		CJOH-TV (CTV AFFILIATE)	(E)
		CHOT-TV (TVA AFFILIATE)	(F)
6.	Montreal, Que.	CBMT (CBC O & O)	(E)
		CBFT (CBC O & O)	(F)
		CFCF-TV (CTV AFFILIATE)	(E)
		CFTM-TV (TVA AFFILIATE)	(F)
7.	Quebec, Que.	CBVT (CBC O & O)	(F)
		CFCM-TV (TVA AFFILIATE)	(F)

Cont'd

8.	Halifax, N.S.	CBHT (CBC O & O)	(E)
		CJCH-TV (CTV AFFILIATE)	(E)

Key: (E) English
(F) French

SUMMARIES

: 8 CITIES

: 21 TV STATIONS (15 ENGLISH AND 6 FRENCH LANGUAGE)

: 10 CBC O & O

: 7 CTV AFFILIATES

: 1 IND

: 3 TVA AFFILIATES

EDMONTON

CBXT - (CBC)
CFRN - (Private - CTV)

I. Analysis of News Content

A. Type of Content

Table #1 indicates that the CBC station offers relatively more hard news stories while the CTV outlet presents slightly more commercials. This difference is not statistically significant. Almost half of all coded items were commercials. Hard news stories were more prevalent than feature stories (or soft news) on a 5 to 1 ratio.

B. Origin of Content

Seven out of ten news items were of local origin. CBC tends to have more network based items while the CTV station presents news which has a greater variety of origins. These differences are not statistically significant. (See Table #2)

C. Local to Global Focus of Stories

No major differences in focus exist. Overall, about a third of all items relate to city news, with almost as much news focused on a provincial level. U.S. related news is only 10% of all news items. CBC has a slightly higher level of national and global news with the private station slightly higher on city news. (See Table #3)

D. Issues/National to Global Stories

Overall, economics, politics, and science/medical/technical items are reported in relation to national to

global stories. CBC is uniquely interested in presenting defense-related stories. Also, the CBC is slightly higher in: politics, economics, and science/medical/technical. The private station presents slightly more on: international aid, social service, and "other" issues. (See Table #4)

E. Country Focus/National to Global Stories

Of all stories with this geographic focus a little over half related to Canadian issues, and about a fourth to U.S. issues. CBC presents a few more items on Canada and Italy; while the CTV station presents proportionately more on the U.S. and the U.K. (See Table #5).

F. Issues - Local to Regional Stories

Some clear trends exist for the reporting of local to regional news items. CBC presents more political and cultural items, while CTV presents more economic-oriented and human interest items. Overall, about 30% of all local items relate to human interest with almost one-fourth of all items being sports and weather. (See Table #6).

II. Analysis of Structure of Presentation

A. Format

Overall, almost two-thirds of all stories are presented as an anchor with reporter presentation. No between station differences are noted. (See Table #7).

B. Time

No clear pattern of differences develop between the two stations. The CBC outlet presents relatively more one to

two minute and over three minute stories, while the private station has relatively more two to three minute stories. The shorter items, from one to thirty seconds, are almost equally presented by both stations. (See Table #8).

C. Visuals

Overall, three-fourths of all news stories contain a visual presentation. The private station tends to present relatively more stories with visuals. (See Table #9).

D. Anchor Gender

A significant difference is noted in that the CBC station only used a female anchor; while the CTV station had approximately a 60%-40% split in the proportion of news stories covered by a female and male anchor, respectively. (See Table #10).

E. Reporter Gender

Overall, close to 90% of all news stories using a reporter on-air will use a male reporter. No between station differences exist. (See Table #11).

III. Conclusions (Analysis of Significant Differences)

The CBC station presents proportionately more hard news; with a larger proportion of network news; with less of a city focus but more national and global news, with a slightly greater emphasis on politics, defense, economics, and science; with a greater emphasis on political items on the local level and relatively less on economics; less visuals; and, greater use of a female anchor.

EDMONTON

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 200	PRIVATE N= 195	TOTAL N=395
Hard News	41%	34%	38%
Features	7	9	8
Weather Reports	4	4	4
Sports	4	4	4
Commercials	44	49	46
	100%	100%	100%

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 110	PRIVATE N= 99	TOTAL N= 209
Local	70%	73%	71%
Network	15	4	10
Other	15	23	19
	100%	100%	100%

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 111	PRIVATE N= 99	TOTAL N= 210
City	27%	33%	30%
Home province/region			
Other provinces	27	28	28
National	19	13	16
US/Can-Am	9	11	10
Global	11	6	9
Other	7	8	8
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 45	PRIVATE N= 31	TOTAL N= 76
Politics	20%	17%	19%
Defense	9	0	5
Economics	39	35	37
International Aid	0	3	1
Social Service	0	3	1
Crime/legal	7	6	7
Culture/Arts/Relig./ Entertain.	4	6	5
Science/Med/Technical	13	10	12
Terrorism	2	3	3
Environment	0	0	0
Human Interest	2	0	1
Other	4	17	9
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 43	PRIVATE N= 30	TOTAL N= 73
Canada	54%	50%	52%
United States	21	27	23
United Kingdom	2	7	4
France	0	0	0
USSR	0	0	0
Middle East	0	0	0
South Africa	14	13	14
Italy	7	3	6
Latin America	0	0	0
India	0	0	0
Other	2	0	1
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 65	PRIVATE N= 68	TOTAL N= 133
Political	20%	9%	14%
Economic	11	18	14
Culture	9	6	8
Legal	11	13	12
Human Interest	28	31	29
Sports & Weather	21	23	23
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 111	PRIVATE N= 100	TOTAL N= 211
Anchor Only	35%	35%	35%
Anchor with Reporter	61	63	62
Reporter Only	4	2	3
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 111	PRIVATE N= 100	TOTAL N= 211
01 to 30 sec.	21%	23%	22%
31 sec. to 1 min.	13	13	13
1:01 to 2:00 min.	31	25	28
2:01 to 3:00 min.	13	22	17
over 3 min.	22	17	20
	100%	100%	100%

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

PUBLIC N= 111	PRIVATE N= 100	TOTAL N= 211
68%	86%	76%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 110	PRIVATE N= 95	TOTAL N= 205
Male	0%	42%	20%
Female	100	58	80
	100%	100%	100%

Phi=.53
P< .001

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 70	PRIVATE N= 67	TOTAL N= 118
Male	84%	88%	86%
Female	16	12	14
	100%	100%	100%

HALIFAX, N.S.

CBHT - (CBC)
CJCH - (Private - CTV)

In Halifax, N.S., differences between the Canadian Broadcasting Corporation owned and operated TV Station CBHT, and the privately owned (CTV affiliated) Station, CJCH-TV, can be noted, with respect to their community oriented news telecasts.

I. Analysis of News Content

A. Type of Content

In terms of the type of news content which is telecast in local newscasts, the private station televises 63% of its content in hard, spot news items, in comparison to the CBC's 36%. On the other hand, the CBC operation broadcasts feature items (in-depth reports) in greater amounts, 11% to 2% for the private station. Further, as Table 1 indicates, a greater number of commercial occasions appear on the CBC Station (43%) compared to the private station (31%).

B. Origin of Content

Insofar as origin of content is concerned, Table 2 indicates that the private station, CJCH-TV, devotes greater attention to news which has its origin in the Halifax community than does the CBC station in these amounts -- 81% to 58%. However, such an emphisis is offset by data which indicate that the CBHT depends more upon its network affiliation for content than does the private station. Of its overall content, only 6% of the private station's newscast is network originated content; in comparison, the CBC station depends more heavily on its network for content, to the extent of 22% of overall content.

C. Local to Global Focus

While the local origin of content is more emphatic in the case of the private television station in Halifax, it is clear that in the case of local and regional focus-- the area of interest of a news story-- the CBC station leads, by a margin of 40% to 25%. But, with respect to focus on other Provinces or National focus of stories, the private station leads in a proportion of 2 to 1 over the CBC station (52% to 25%).

Table 3 also indicates that the focus on global activities is about equally shared by public and private stations (12% & 15%, respectively). But, with respect to US content and Canadian-American content, the CBC leads the private station in a proportion of 13% to 4%.

D. National to Global: Issues Coverage...

As Table 4 indicates, both public and private stations gave greater prominence in their telecasts to the issues of Economics and Politics than to any other issues; and they did so in these two categories in almost equal amounts: Economics— Public 37%, Private 40%; Politics-Public 21%, Private 23%.

As an issue, Terrorism ranked third in terms of emphasis offered by the stations. In this instance, however, the private station surpassed the CBC outlet considerably with, a 17% to 6% dominance. On the other hand, a fourth-ranked issue, Crime/Legal, was treated more prominently by the public station in this proportion: 12% to 2%. Other ranked issues included, in order of emphasis,

were : Human Interest; Science; International Aid; Social Services; Defence; Environment. However, emphasis was light 1% to 2% in most cases, and little or no differences in treatment by the stations was noted.

E. Countries Covered

Table 5 offers no surprises in the sense that the two countries receiving the greatest attention were Canada and the United States, in that order. However, the private station exceeded the public in offering emphasis to Canada in this proportion-- 54% to 38%. At the same time, the CBC outlet offered considerably greater emphasis to the United States, with a 29% to 8% margin.

In the third and fourth ranks were South Africa (Public 8%, Private 6%) and Italy (Public 4%, Private 8%). The Middle East area ranked fifth, overall, with 2% of the CBC Station's stories emphasising the area in comparison to 4% by the private station.

As well, the CBC outlet broadcast stories related to France (4%) and the United Kingdom (4%). In this study period, the private station carried no stories related to those two societies.

F. Coverage of Local to Regional Issues

In terms of coverage afforded to issues at the local and/or regional levels, Table 6 indicates that Human Interest as an issue required identical prominence by the two stations-- 33%.

This was followed by the issues on Economic* and Political themes, in that order, and in these amounts respectively: Public 18%, private 24%; Public 10%, Private 19%. In both instances, then, the private station exceeded the CBC outlet in offering emphasis to Economics and Politics.

The CBC station, however, offered greater attention to the weather and sports than did the private station-- by a proportion of 30% to 10%. On legal issues, on the other hand, the private outlet exceeded the public station by 14% to 2%.

On an issue which ranked next in prominence, Culture, the CBC station paid greater attention than did the private counterpart, by 7% to 0%.

*(It should be pointed out that of the several considerations which were grouped under the "Economic" nomenclature, the theme of "Unemployment" dominated, with respect to both stations.)

II. Analysis of Structure of Presentation

Some comments are in order concerning the structure (or, appearance) of the news presentations by stations CBHT (CBC) and CJCH-TV (CTV affiliate).

A. Format of News Presentations

In presenting their local community newscasts, both stations relied, almost totally, on their anchor persons to read/report the items. This variation, a minimal one, was evident: on CBHT, 2% of the stories were presented by a combination of anchor-

field reporter. In the case of the private station, only 1% of the stories were presented by non-anchor persons. (See Table 7)

B. Running Time of News Items

Table 8 offers us insight into some apparent differences in the overall handling of news items by the two stations. In terms of the running time of news stories, 37% of the stories scheduled by the private station were 30 seconds or less in length. By comparison, only 14% of the stories scheduled by CBHT were of that length.

News items which ran, in length, from 31 seconds to 60 seconds (11% CBHT, 8% CJCH-TV) and from 61 seconds to 2 minutes (40% CBHT, 31% CJCH-TV) indicated some differences in the scheduling of news items within newscasts, although their differences are not great.

Items which ran in length between 2:01 minutes and 3:00 minutes also demonstrated some differences in news handling-- 14% CBHT, 22% CJCH-TV. However, in the scheduling of items over their minutes in length some marked differences are apparent: a fifth (21%) of the stories scheduled on the CBC station were over 3 minutes in length. In comparison, only 2% of the stories scheduled by the privately owned station were of that length.

C. Use of Visual Material in Newscasts

Both stations utilised some sort of visual materials in presenting their news items, and about in the same amounts (72% Public, 71% Private). While it is not noted in Table 9, it should be added here that the CBC station used considerably more film

or video-tape materials than did the private affiliate. In the latter case, a full 25% of its visual "supports" comprised of still photographs or still graphics.

D. Gender of Anchor Persons

Table 10 reveals that both stations rely very heavily (almost totally) on male anchor persons for presentation of their newscasts. For the CBC station, only 2% of the anchor tasks were fulfilled by females while only 1% of such tasks were performed by females for the privately owned station.

E. Gender of Reporters of News Items (non-anchor)

Table 11 indicates that the gender of location news reporters of both stations were predominantly male (Public 77%, Private 69%) Some difference, however, may be noted in that 31% of location reporters used by the private affiliate were female, while 23% of the CBC field reporters were female.

III. Conclusions: Analysis of Differences

The two stations resemble each other in many respects: agreement on the dominancy of some issues over others (eg. Economics and Politics); the heavy dependence they both have on presenting the bulk of their news stories by male anchor persons; the generalized use of visual support materials in newscasts. Nevertheless, they tend to more differences than to similarities.

The CBC station may be described as one which devotes a greater proportion of its time to commercials than does the private station. While such may be a bit of a surprise (since one would expect the privately owned station to demonstrate a greater concern over commercial broadcasting), it may well be that CBHT holds a greater attraction for advertisers than does CJCH-TV, in terms of cost-per-thousand attractiveness. The CBC station also demonstrates greater dependency upon its network operation for news items than does the private CTV affiliate (a fifth of the items of CBHT local newscasts is from the CBC network). Also, a fifth of the news items scheduled focussed on the Halifax community (as opposed to 10% by CJCH-TV), and it focuses less on news related to other Provinces and the Nation than does the private operation.

At the same time, the CBC operation tends to schedule more in-depth news stories than does its private Halifax competition (21% of the CBC stories were over 3 minutes in length while only 2% of the private station's stories were this lenght). On the surface, at least such reporting style suggests a greater CBHT concern for telling the "whole" story than that demonstrated by the CJCH-TV news staff (37% of the stories there were 30 seconds or less in length). However, it is not known whether these longer, more in-depth presentations were on events at the local community level or whether they originated with the CBC network news operation. However, given the fact that the CBC station's greater concern was for items that focused on the community and its region than on national interests, it can be assumed that such in-depth concerns would certainly be

applicable to the local news-gathering activities of the publicly owned station.

On the other hand, CJCH-TV, the private affiliate of the CTV network scheduled news items that tended to be hard, spot items, that originated from local staffers than from elsewhere (81% local staff originated as opposed to the CBC 58% staff originated), that tend to focus more on other Provinces and the Nation than on the Halifax, and more of which (37%) tend to be of short duration (30 seconds or less) rather than of any longer duration.

While the private news operation scheduled only a half hour newscast in comparison to the hour-long newscast scheduled by the CBC operation, it ran only 63 stories less over the five-day study period (in total the CBC station scheduled 196 stories while the privately owned station scheduled 133 stories despite the fact that its total time commitment during the period of study was 2 1/2 hours as opposed to 5 hours by the CBC station).

2 1/2

What is evident from this five-day study is that CBHT focuses greater attention on its immediate community than does the privately owned station, and that it tends to offer greater attention to in-depth reporting.

HALIFAX

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N=196	PRIVATE N= 133	TOTAL N= 329
Hard News	36%	63%	47%
Features	11	2	7
Weather Reports	5	4	5
Sports	5	0	3
Commercials	43	31	38
	100%	100%	100%

Cramer's V = .32

P < .001

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 116	PRIVATE N= 94	TOTAL N= 210
Local	58%	81%	68%
Network	22	6	15
Other	20	13	17
	100%	100%	100%

Cramer's V = .26

P < .01

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 113	PRIVATE N= 93	TOTAL N= 206
City	20%	10%	15%
Home province/region	20	15	18
Other provinces	8	26	16
National	17	26	21
US/Can-Am	13	4	9
Global	12	15	13
Other	10	4	8
	100%	100%	100% Cramer's V=. P<.01

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 52	PRIVATE N= 48	TOTAL N= 100
Politics	21%	23%	22%
Defense	0	4	2
Economics	37	40	38
International Aid	2	0	1
Social Service	0	2	1
Crime/legal	12	2	7
Culture/Arts/Relig./ Entertain.	0	0	0
Science/Med/Technical	4	0	2
Terrorism	6	17	11
Environment	2	0	1
Human Interest	4	2	3
Other	12	10	12
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 48	PRIVATE N= 48	TOTAL N= 96
Canada	38%	54%	46%
United States	29	8	19
United Kingdom	4	0	2
France	4	0	2
USSR	0	2	1
Middle East	2	4	3
South Africa	8	6	7
Italy	4	8	6
Latin America	0	2	1
India	2	0	1
Other	9	16	12
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 57	PRIVATE N= 42	TOTAL N= 99
Political	10%	19%	14%
Economic	18	24	20
Culture	7	0	4
Legal	2	14	7
Human Interest	33	33	34
Sports & Weather	30	10	21
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 106	PRIVATE N= 83	TOTAL N= 189
Anchor Only	98%	99%	98%
Anchor with Reporter	2	1	2
Reporter Only	0	0	0
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 117	PRIVATE N= 91	TOTAL N= 208
01 to 30 sec.	14%	37%	24%
31 sec. to 1 min.	11	8	10
1:01 to 2:00 min.	40	31	36
2:01 to 3:00 min.	14	22	17
over 3 min.	21	2	13
	100%	100%	100%

Cramer's V = .22

P < .01

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	PUBLIC N= 117	PRIVATE N= 91	TOTAL N= 208
	72%	71%	72%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 106	PRIVATE N= 83	TOTAL N=189
Male	98%	99%	98%
Female	2	1	2
	100%	100%	100%

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 87	PRIVATE N= 51	TOTAL N= 138
Male	77%	69%	74%
Female	23	31	26
	100%	100%	100%

MONTREAL

CBMT - (CBC-English)
CFCF - (CTV-English)

The following is a study of the local television news scheduled by the CBC owned and operated television station CBMT, and by the privately owned station CFCF-TV which is affiliated with the CTV network.

I. Analysis of News Content

A. Type of Content

Both stations revealed very similar characteristics with respect to the type of content contained within newscasts. For example, both stations were involved in approximately the same sort of commerical activity (for the CBC station, 49% of the items in the news program were commercial announcements, while the comparable figure for CFCF-TV was 51%). As well, both stations scheduled nearly the same amounts of hard spot news (CBC 34%; CFCF-TV 39%). (See Table 1)

B. Origin of Content

Distinctive patterns of behaviour by the news rooms of the two TV stations are apparent here. First, the privately owned station clearly demonstrates a heavy dependency on local resources for its newscast content (72% of all items are local in origin). Correspondingly, the station is only slightly dependent upon its CTV network for news stories (7%). On the other hand, the CBC owned station's news is characterised by 56% of locally originated stories, and considerably more

dependent upon its network for stories (25%) than is the private station. (SeeTable 2)

C. Focus of Coverage: Local to Global

The two stations do not demonstrate strong differences in news coverage: both have a predominant focus on their city, region, and Province of Quebec (CBC owned station 56%; Privately owned station 59%). And, as Table 3 indicates, they focus on other geographical areas--other Provinces to the global community--in similar amounts (CBC owned station - 44%; Privately owned station 41%). Only in focussing on the international community itself (non-Canada or United States coverage) is a slight difference (CBC station 17%; Private Station 11%) observed.

D. Issues: National to Global

On issues related to the national to international scenes, there is agreement between the two stations that the two paramount issues are Economics and Politics, although they rank order these differently. In the newscasts of the CBC station Politics is the prime issue (28%), with Economics second (14%). The Privately owned station reverses that order: Economics is first (31%) and Politics is second (22%). Beyond these two issues, the issue rank ordered third for the CBC station is Crime/Legal (with 11%; the Private Station ranks this issue in 5th place with 6%). In third place for the private station is the issue of Science/Technology (16%; the CBC station ranks this issue 4th, with 9%). Both Stations agree that Terrorism as an issue (both with 9% attention) ranks fourth (in the case of the CBC, Terrorism, Science/Technology, Culture/Arts are tied in 4th position). (See Table 4)

E. Countries Covered

Table 5 indicates that the two stations have offered top coverage tc the same three countries, which while rank ordered similarly, the amount of coverage afforded them is slightly different. For the CBC, this rank ordering is apparent: Canada (31%); United States (19%); South Africa (16%). For the Privately owned station, the same counties received this attention: Canada (38%); United States (28%); South Africa (16%).

(Through the study period South Africa received a great deal of attention because of the events surrounding apartheid policies).

F. Local to Region

Issues of a local-regional nature reveal some differences of emphasis by the two stations. Both stations agree on the primacy of Economics as the leading issue (CBMT - 30%; CFCF-TV - 33%). Thereafter, while there is agreement on their saliency, the rank ordering differs. CBMT identifies issues in this order: Political (26%); Weather/Sports (24%); Human Interest (15%). CFCF-TV rank orders in this manner: Human Interest stories (20%); Political (19%); Weather/Sports (15%). (See Table 6)

II. Analysis of Structure of Presentation

A. Format of News Presentation

Table 7 reveals only slight differences between the two stations in terms of their use of anchors or reporters as presentors of news items. Stories presented only by anchors represent 16% of occasions for CBMT and 15% for CFCF-TV. Stories

presented by anchors and reporters represent 81% of occasions for the CBC station and 76% for the privately owned operation. Stories presented by reporters only represent the remainder of the occasions (3% for CBMT; 9% for CFCF-TV).

B. Running Time of News Stories

As revealed by Table 8, few differences are detectable between the two stations in terms of the running times of news stories. The percentage of stories scheduled by CBMT and CFCF-TV in the running times of 1:01 to 2 minutes in length varied slightly (43% and 35% respectively) as well as in the running time of 2:01 to 3 minutes in length (19% and 30% respectively). But, in the time period of 01 to 30 seconds the two stations were very similar, with percentages of 14% for CBMT and 12% for CFCF-TV. Also, in the longest time period in which stories were calculated (over 3 minutes), the two stations were identical (15% each).

C. Use of Visual Materials in Newscasts

As Table 9 indicates, the CBC owned station offered more visual support to its stories than did the private station. (84% to 30%). As well, the CBC station tended to use more film-videotape material than did the privately owned station.

D. Gender of Anchor Persons

Table 10 indicates that all anchor persons during the period of study at CBMT during their local news telecasts were female and all anchor persons at CFCF-TV were male.

E. Gender of Reporters of News Items: Non-Anchor

Very little difference is detectable in this instance: CBMT used female reporters in 28% of news reporting occasions using reporters, while CFCF-TV used female reporters 24% of the time.

III. Conclusions: Analysis of Differences

In this study of Montreal English Television local community newscasts, there are more detectable similarities than there are differences; in other words, few differences have been identified during this study period.

For example, it's evident that while the type of content scheduled by the two stations is quite similar in all categories, the privately owned station schedules considerably more locally originated content (72% to 56%), and the public station demonstrates considerably more dependence upon its network than does CFCF-TV (25% to 7%, respectively).

With respect to the attention paid to issues identified at either the local or on the national to international level, few differences are discernible. This same is true concerning countries which are covered by the stations in their newscasts.

As indicated, however, differences are apparent between the stations in terms of their use of visuals (CBC station uses more) and the gender of anchor persons (CBC station uses more females--in this instance, all CBC anchors were female).

In the one category, running length of stories scheduled in the newscasts, there was surprising similarity in most instances. In terms of the longer stories, overall, for example (over one minute in length) the two stations scheduled these stories in almost equal amounts (CBC 77%; Private station 80%). But, in the time period of 2 minutes or over, where the CBC owned stations tend to show greater use of such longer stories, the privately owned CFCF-TV was equal to CBMT, or exceeded CBMT in this respect. (Both stations scheduled 15% of their items in time formats of over 3 minutes. But, in the time period 2:01 to 3 minutes, the privately owned CFCF-TV scheduled a considerably greater portion of its stories--30% to 19%, respectively).

Montreal
(English)

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 194	PRIVATE N= 211	TOTAL N= 405
Hard News	34%	39%	36%
Features	10	6	8
Weather Reports	5	2	4
Sports	2	2	2
Commercials	49	51	50
	100%	100%	100%

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 99	PRIVATE N= 104	TOTAL N= 203
Local	56%	72%	64%
Network	25	7	16
Other	19	21	20
	100%	100%	100%

Cramer's V = .28
P < .01

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 99	PRIVATE N= 103	TOTAL N= 202
City	34%	41%	37%
Home province/region	22	18	20
Other provinces	3	3	3
National	10	12	11
US/Can-Am	6	9	8
Global	17	11	14
Other	8	6	7
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 35	PRIVATE N= 32	TOTAL N= 67
Politics	28%	22%	25%
Defense	6	3	4
Economics	14	31	23
International Aid	0	3	2
Social Service	6	3	4
Crime/legal	11	6	9
Culture/Arts/Relig./ Entertain.	9	0	4
Science/Med/Technical	9	16	12
Terrorism	9	10	9
Environment	2	0	2
Human Interest	0	0	0
Other	6	6	6
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 32	PRIVATE N= 32	TOTAL N=64
Canada	31%	38%	34%
United States	19	28	23
United Kingdom	3	0	2
France	13	0	6
USSR	3	3	3
Middle East	0	3	2
South Africa	16	16	16
Italy	6	6	6
Latin America	0	0	0
India	0	0	0
Other	9	6	8
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 61	PRIVATE N= 74	TOTAL N= 135
Political	26%	19%	22%
Economic	30	33	31
Culture	5	4	4
Legal	0	9	5
Human Interest	15	20	18
Sports & Weather	24	15	20
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 96	PRIVATE N= 103	TOTAL N= 199
Anchor Only	16%	15%	15%
Anchor with Reporter	81	76	78
Reporter Only	3	9	7
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 99	PRIVATE N= 105	TOTAL N= 204
01 to 30 sec.	14%	12%	13%
31 sec. to 1 min.	9	8	8
1:01 to 2:00 min.	43	35	39
2:01 to 3:00 min.	19	30	25
over 3 min.	15	15	15
	100%	100%	100%

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

PUBLIC N= 99	PRIVATE N= 105	TOTAL N= 204
84%	30%	56%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 95	PRIVATE N= 94	TOTAL N= 189
Male	0%	100%	50%
Female	100	0	50
	100%	100%	100%

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 83	PRIVATE N= 85	TOTAL N= 168
Male	72%	76%	74%
Female	28	24	26
	100%	100%	100%

Montreal, Quebec

CBFT - (CBC-French)
CFTM - (Private-TVA-French)

The following is an examination of locally-oriented newscasts, over a five-day study period, televised by the CBC owned and operated CBFT and by CFTM-TV, the privately owned, but TVA affiliated, station. Both stations broadcast in the French language.

I. Analysis of News Content

A. Type of Content

Table 1 indicates that the CBC operation shows a greater tendency to schedule hard, spot news with considerably greater emphasis (74%) than its privately owned counterpart (48%). As well, the CBC operation tends to schedule somewhat greater numbers of feature news items (5%) than does the private TVA affiliate (2%). In terms of weather and sports reports, the publicly owned station schedules slightly more reports (11%) than does the privately owned station (7%).

However, it's clear that the privately owned station places greater emphasis on commercial activity in newscasts than does the public station (43% as opposed to 10%).

B. Origin of Content

Table 2 indicates that, in terms of the origin of content, of the newscasts, the differences between the two stations are not very pronounced. Both tend to schedule content from local sources (local staff originated) and from their network affiliates in about the same amounts.

The public station CBFT schedules a mix of locally originated and newtork originated content in these amounts, respectively, 56% and 39%. The privately owned CFTM-TV, comparatively, schedules content in these amounts, 48% and 42%. Thus, the public station exceeds the private station's news operation in locally originated content by 8%.

C. Focus of Coverage: Local to Global

The CBC operation offers considerably greater attention to events about Montreal City than does the privately owned CFMT-TV, by a proportion of 45% to 31%. In turn, the latter station offers greater attention to events in Montreal region and in the Province of Quebec (by 4%), and to events of a national nature (also by 4%), but less attention to news events about other Canadian Provinces (by 6%) than the publicly owned CBFT.

The two stations offer about the same degree of attention to events that have a United States/Canadian-American, as well as to events that have a global, focus. (See Table 3)

D. Issues: National to Global

The two stations are in agreement concerning the priority of issues of a national to international scope. Politics and Economics rate positions one and two. However, the stations prioritize these issues differently: the CBC station emphasizes Politics as the prime issue (28% to 21% by CFTM-TV) while the private station emphasizes Economics as the prime issue (28% to 19% by CBFT).

The issue of Terrorism ranks higher with the CBC station (12%) than it does with the private station (3%), as does the issue of Defense (6% to 0%).

On other issues such as Crime/Legal and Culture/Arts, the two stations cover these in equal amounts (3%). (See Table 4)

E. Countries Covered

Table 5 indicates that, in a proportion of nearly 3:1, the private station concerns itself more than does the publicly owned CBFT with stories about or in Canada (36% to 13%). As well, the private station uses stories concerning the United States slightly more than does the public station (18% to 13%). However, with respect to other nations, the publicly owned CBFT broadcasts more stories regarding France (13% to 4%); USSR (8% to 0%); Middle East (8% to 0%); and Latin America (8% to 0%) than does the private station.

Stories concerning South Africa (the recent dialogue on apartheid) were about equally emphasized, while the private station carried more stories than did the public station (9% to 4%) on the hijacking of the Italian Cruise Liner.

There were no stories on either station regarding the United Kingdom in the 5 day study period.

F. Issues: Local to Regional

Table 6 indicates that both stations were in agreement regarding the most prominent issue at the local community level--the issue of Economics ("unemployment" was a major theme in both

instances). The publicly owned CBFT offered greater emphasis to the issue (41% of the stories), than did the privately owned CFTM-TV (33% of the stories). As well, there was agreement that Political issues ranked second (18% of the number of stories by the public station and 23% of the stories by the private station).

Other issues that were rank ordered by the CBC and private station, respectively, with approximately the same emphasis were: Sports and Weather (16% and 19%); Human Interest (16% and 17%); Culture (5% and 4%); Legal (4% and 4%).

II. Analysis of the Structure of Presentations

A. Format of News Presentations

Table 7 reveals that the two stations were quite similar with respect to the presentation of stories by anchor persons or by location reporter, or by some conbination of the two.

CBFT presented 45% of its stories using only the anchor person while the private station did the same with 47% of its stories.

Using a combination of anchor and reporter, the CBC station showed a slight edge in such usage, with 51% of its stories using such a combination in comparison to the private station's 47%.

B. Running Time of News Stories

Table 8 indicates that both stations broadcast identical amounts of shorter stories from 01 seconds to 2 minutes-- 80% in each case and longer stories (2 minutes and more-- 20% in each case).

However, breaking down the data into smaller units, (for example, stories that ran 30 seconds or less), the CBC station

scheduled 41% of its total number of stories within that time limit, while the private station scheduled 33% of its stories within that limit (8% fewer stories). On the other, the privately owned station scheduled 15% of its stories within the time frame of 31 seconds to 60 seconds, while only 1% of the CBC stories fit into that time limit.

Finally, with respect to stories that exceeded a running time of three minutes, the private station exceeded the CBC in such usage by a proportion of 2:1 (10% to 5%).

C. Use of Visual Materials in Newscasts

Table 9 indicates that very little difference was noted in terms of the stations' usage of illustrative visual support materials in newscasts (CBFT in 50% of its stories; CFTM in 46% of its stories). However, it should be noted here that the private station balanced its visual materials usage equally between use of still photos/graphs and film/videotape footage. The CBC station used still photos/graphics two-thirds of the time.

D. Gender of Anchor Persons

Dramatic differences were noted in the operations of the two stations concerning the gender of the anchor persons presenting news stories. The private CFTM-TV used no female anchors during the five-day study period, while the CBC station used female anchors 88% of the news reporting time. (See Table 10)

E. Genders of Reporters of News Items (non-anchor)

While the use of female reporters by the CBC was less dramatic than recorded in D. above, the CBC station, nevertheless, continued to use female reporters more frequently than did the privately-owned station (41% for CBFT; 24% for CFTM-TV). (See Table 11)

III. Conclusions: Analysis of Differences

In sum, there are more similarities than differences discernible between the two French-language Montreal stations--the CBC owned CBFT and the privately-owned CFTM-TV (a TVA affiliate).

Its clear that the privately owned station demonstrates a greater concern for commercialization of its newscasts (better than a proportion of 4:1 in terms of type of content found within the newscasts).

Dependency by the stations upon their networks for content support is about the same (39% CBC; 42% TVA), but the CBC station demonstrates an 8% edge over the private station concerning locally originated content. At the same time the CBC station indicates a greater emphasis in its news content on Montreal City news (45% to 31%). Correspondingly, the CBC station does not emphasize stories with a national focus to the same degree that the private station does (7% to 11%), and in terms of stories concerning specific countries, Canada shows up considerably less on newscasts of the CBC station (13%) than it does on the private station (36%).

Such behavior on the part of the private station (a greater emphasis on national matters and a lesser emphasis on local community matters) is consistent with findings cited by Roper Associates in the United States. In that country (and there is no reason to think that in the following respect Canadians would differ greatly from viewers in the United States) there has been a tendency for audiences/readers to refer to their daily newspapers for information regarding local community matters. For information concerning national/international matters, audiences/readers tend to refer to the television medium.

While there is no way to determine whether the private station is functioning in its news operation so as to be consistent with preferences of audiences/readers, the data from this five-day study suggest that whether such behavior is deliberate or not, that behavior is, at least, consistent with findings reported by Roper Associates from the early 1960's to the present.

The news operation at the community level of CBFT may, then, be described as strongly oriented toward hard, spot news (74% of the content) originating largely in the Montreal Community (56%), and with a strong City/Region/Home Province focus (59%). At the same time, the on-air presentations are marked by a dominancy of shorter stories (80% of 2 minutes or less duration), and delivered by females in considerably stronger numbers than that utilized by the private station.

The news operation at the Community level of the privately owned CFTM-TV may be described as having a stronger commercial orientation than does the CBC station (43% to 10%), with a slightly stronger dependency upon its network affiliation (by 3%) than has the CBC station, with a greater emphasis on coverage of other Provinces of Canada (18% to 8%) than has the CBC owned station. As well, in its coverage of countries around the globe, slightly better than a third of its news stories focus on Canada (36% as opposed to 13% by the CBC station). In terms of running time of its stories, just as with the CBC, 80% of its stories are 2 minutes or less in duration, and its stories, overall, tend to be presented to viewers with more pronounced usage of male anchors and reporters than that of the CBC owned station.

MONTREAL

(French)

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 101	PRIVATE N= 130	TOTAL N= 231
Hard News	74%	48%	59%
Features	5	2	3
Weather Reports	6	4	5
Sports	5	3	4
Commercials	10	43	29
	100%	100%	100%

Cramer's V = .38

P < .001

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 92	PRIVATE N= 73	TOTAL N= 165
Local	56%	48%	52%
Network	39	42	41
Other	5	10	7
	100%	100%	100%

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 90	PRIVATE N= 74	TOTAL N=164
City	45%	31%	39%
Home province/region	14	18	16
Other provinces	1	7	4
National	7	11	8
US/Can-Am	4	5	5
Global	12	10	11
Other	17	18	17
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 32	PRIVATE N= 29	TOTAL N= 61
Politics	28%	21%	25%
Defense	6	0	3
Economics	19	28	23
International Aid	0	0	0
Social Service	0	3	1
Crime/legal	3	3	3
Culture/Arts/Relig./ Entertain.	3	3	3
Science/Med/Technical	0	0	0
Terrorism	12	3	8
Environment	0	0	0
Human Interest	0	0	0
Other	29	39	34
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 24	PRIVATE N= 22	TOTAL N= 46
Canada	13%	36%	24%
United States	13	18	15
United Kingdom	0	0	0
France	13	4	9
USSR	8	0	4
Middle East	8	0	4
South Africa	13	14	13
Italy	4	9	7
Latin America	8	0	4
India	0	0	0
Other	20	19	20
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 61	PRIVATE N= 52	TOTAL N= 113
Political	18%	23%	20%
Economic	41	33	37
Culture	5	4	4
Legal	4	4	4
Human Interest	16	17	17
Sports & Weather	16	19	18
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 92	PRIVATE N= 74	TOTAL N= 166
Anchor Only	45%	47%	46%
Anchor with Reporter	51	47	49
Reporter Only	4	6	5
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 92	PRIVATE N= 76	TOTAL N= 168
01 to 30 sec.	41%	33%	37%
31 sec. to 1 min.	1	15	7
1:01 to 2:00 min.	38	32	35
2:01 to 3:00 min.	15	10	13
over 3 min.	5	10	8
	100%	100%	100%

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

PUBLIC N= 92	PRIVATE N= 76	TOTAL N= 168
50%	46%	48%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 92	PRIVATE N= 70	TOTAL N= 162
Male	12%	100%	50%
Female	88	0	50
	100%	100%	100%

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 51	PRIVATE N= 37	TOTAL N= 88
Male	59%	76%	66%
Female	41	24	34
	100%	100%	100%

Ottawa - Hull

CBOT - (CBC-English)
CJOH - (Private,CTV-English)

The following is a study of the two English language stations in Ottawa-Hull-- the CBC owned and operated CBOT, and the privately owned, CTV affiliated CJOH-TV.

I. Analysis of News Content

A. Type of Content

With the exception of "Features", where the private station schedules 6% more features than does the CBC owned station, the two stations are quite similar in other respects: The hard news content is similar (CBC 32%; CJOH-TV 34%); and the commercial content is near half of the total number of items in both cases (CBC 49%; CJOH-TV 45%). Some slight difference is apparent though, with respect to scheduling weather and sports items (CBC 8%; CJOH-TV 4%).(See Table 1)

B. Origin of Content

Table 2 indicates that the privately owned station depends considerably more on locally originated content (82%) than does the CBC owned station (65%); and, accordingly, the dependency of CJOH-TV on its CTV network is considerably less (7%) than is that of the CBC station (24%).

C. Focus of Coverage: Local to Global

While the focus of local city coverage by the CBC station exceeds that of the private station (44% to 35%), the two stations do not differ greatly in their coverage of other areas (Home Region/ Province; Other Provinces; National; US/CAN-AM; Global). (See Table 3)

D. Issues: National to Global

The two stations are in apparent agreement concerning their identification of major national-international issues: Politics and Economics. However, when rank ordered, the sequence is different: Politics and Economics were ranked first and second by CBOT (33% and 28% respectively);the order was reversed by CJOH-TV (Economics 29%; Politics 14%). See Table 4 for other details.

E. Country Focus: National to Global

Canada, of all countries cited, received the greatest attention from CBOT (61%) in comparison to CJOH-TV (42%). Rank ordered in second and third spots by CBOT coverage were South Africa (the continuing apartheid dialogue) (12%) and Italy (commandeering of the Italian liner during the period of study) (9%). For the privately owned station, the Middle East ranked second (13%), with France, South Africa, and Italy all tied for third place with 5% each. (See Table 5)

F. Issues: Local to Regional

On the local-regional level, identification of four top issues by the two stations was the same, although (as in D, above), rank ordering varied.

For the CBC station, this order was apparent: Weather/Sports (30%); Economic Issues (21%); Political Issues (20%; Human Interest Stories (16%).

In CJOH-TV, this order was apparent: Weather/Sports (27%); Human Interest stories (18%); Political Issues (17%); Economic Issues (16%). (See Table 6)

II. Analysis of Structure of Presentations

A. Format of News Presentations

CBOT relies more heavily on news presentations which involve a combination of anchor person with location reporters (in 76% of the stories) than does the privately owned station (54% of the stories). Correspondingly, the use of anchor persons for presentation of items is less by the CBC station (18%) than by the private station (40%). (See Table 7)

B. Running Time of News Stories

Table 8 indicates that the CBC station relied less on short stories (:01-30 seconds) than did the privately owned station (11% and 26%, respectively). At the same time it is clear that the CBC station scheduled a greater proportion of its news stories in longer formats (1:01 minutes and longer) than did the private CJOH-TV (74% and 60%, respectively). It should be pointed out that both stations scheduled the same number of stories that exceeded 3 minutes in length (14% each).

C. Use of Visual Materials in Newscasts

While the private station CJOH-TV tended to use slightly more still photos/visuals in support of news stories than did the CBC station, both stations used some form of visual illustration in almost identical amounts (CBC 45%; CJOH-TV 46%). (See Table 9)

D. Gender of Anchor

Table 10 indicates that, during the study period at least, the CBC did not use female anchor persons for presentation of news items. The privately owned CJOH-TV, however, used female anchors in 43% of the story presentations.

E. Gender of Reporters of News Items: Non-Anchor

While the CBC did not use female anchors for its presentations, it used female reporters (non-anchors) in greater amounts than did CJOH-TV (31% to 16%, respectively). (See Table 11)

II. Conclusions: Analysis of Differences

During the study period, the CBC local news presentations were seen to be: more focused on the local community than was the private CJOH-TV (44% and 35%, respectively); scheduling a smaller percentage of hard, or spot news items (32% to 34% for the private station); and, more frequently covering Canada in its stories (61% to 42% of the total references to countries in the study).

The CBC station tended to schedule fewer shorter stories (01-30 seconds) than did the private station (11% to 26%, respectively) and scheduled more stories that were longer (1 minute or more) than the private CJOH-TV (74% and 60%, respectively).

On the other hand, the privately owned CJOH-TV relied more on locally originated content and less on its network affiliation than did the CBC's CBOT.

Political and Economic issues, at both the local/regional level and the national/global level were identified by both stations as worthy of more comment than other issues (the one exception in this instance-- at the local level-- was the presentation of Weather/Sports information which was rank-ordered in first place by both stations).

OTTAWA

(English)

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 204	PRIVATE N= 224	TOTAL N= 428
Hard News	32%	34%	33%
Features	11	17	14
Weather Reports	5	2	3
Sports	3	2	3
Commercials	49	45	47
	100%	100%	100%

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 103	PRIVATE N= 122	TOTAL N= 225
Local	65%	82%	74%
Network	24	7	15
Other	11	11	11
	100%	100%	100%

Cramer's V=.24

$P < .01$

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 101	PRIVATE N= 119	TOTAL N= 220
City	44%	35%	40%
Home province/region	12	17	14
Other provinces	5	6	6
National	17	13	14
US/Can-Am	3	8	6
Global	10	11	10
Other	9	10	10
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 33	PRIVATE N= 42	TOTAL N= 75
Politics	33%	14%	22%
Defense	9	7	8
Economics	28	29	28
International Aid	0	7	4
Social Service	6	0	3
Crime/legal	0	0	0
Culture/Arts/Relig./ Entertain.	3	10	7
Science/Med/Technical	6	10	8
Terrorism	9	7	8
Environment	3	2	3
Human Interest	0	0	0
Other	3	14	9
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 33	PRIVATE N= 38	TOTAL N= 71
Canada	61%	42%	51%
United States	6	24	16
United Kingdom	3	3	3
France	0	5	3
USSR	0	0	0
Middle East	3	13	8
South Africa	12	5	8
Italy	9	5	7
Latin America	0	0	0
India	0	0	0
Other	6	3	4
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 87	PRIVATE N= 77	TOTAL N= 164
Political	20%	17%	18%
Economic	21	16	18
Culture	8	13	11
Legal	5	9	7
Human Interest	16	18	17
Sports & Weather	30	27	29
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 101	PRIVATE N= 118	TOTAL N= 219
Anchor Only	18%	40%	30%
Anchor with Reporter	76	54	64
Reporter Only	6	6	6
	100%	100%	100%

Cramer's V=.29

P < .001

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 104	PRIVATE N= 124	TOTAL N= 228
01 to 30 sec.	11%	26%	19%
31 sec. to 1 min.	15	14	15
1:01 to 2:00 min.	38	36	37
2:01 to 3:00 min.	22	10	15
over 3 min.	14	14	14
	100%	100%	100%

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	PUBLIC N= 104	PRIVATE N= 124	TOTAL N= 228
	45%	46%	46%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 99	PRIVATE N= 115	TOTAL N=214
Male	100%	57%	77%
Female	0	43	23
	100%	100%	100%

Phi=.51

P < .001

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 83	PRIVATE N= 68	TOTAL N= 151
Male	69%	84%	76%
Female	31	16	24
	100%	100%	100%

Phi=.21

P < .05

OTTAWA - HULL

CBOFT - (CBC-French)

CHOT - (Private-TVA-French)

This is a comparative study of the local news operations of two Ottawa television stations--CBOFT, the CBC owned and operated station, and CHOT-TV, the privately owned station which is affiliated with the TVA network. Both stations under study here broadcast in French.

I. Analysis of News Content

A. Type of Content

The content of the two stations is characterised by a near identical amount of commercial content--40% by the CBC station and 35% by the privately owned station.

Weather and sports make up 4% of the CBC station's news content while these items make up 8% of the private station's overall news content.

Hard, spot news to the extent of 54% characterises the private station's content, as contrasted by the CBC station's 39% of this type of content. At the same time, the CBC station schedules 17% of its news content with feature stories, in contrast to none (as recorded in this five day study) by the private station. (See Table 1)

B. Origin of Content

Table 2 indicates that of the private station's newscasts, 66% is local in origin, as contrasted by 51% for the CBC outlet.

The CBC station is slightly more dependent upon its network for content.with 38% of its content having that origin. The private station depends upon its TVA affiliation to the extent of 32% of its news content.

C. Focus of Coverage: Local to Global

Table 3 indicates that the two stations focus their attention on their immediate Ottawa-Hull community in almost identical amounts: 38% by the CBC station, and 36% by the private station. However, when looking at the station's foucs on coverage of interests in areas beyond their home Provinces (Other Provinces; National), the private station's attention to these areas is 35% of total coverage as contrasted with 29% by the CBC owned station.

D. Issues: National to Global

Table 4 indicates that both stations identify Politics as a high priority issue within a national-international context. The issue is rank ordered by both stations as the third most dominant issue--each station covered Politics in 16% of their newscasts. They are not in agreement about the second most prominent issue: the CBC station identified Defense in 19% of its content (6% by the private station) while the private station identified Economic issues in 22% of its content (6% by the CBC station).

The most prominent issue identified by the stations was in the "other" category--a category that served a catch-all category. The CBC station was found to have 42% of its national-global news items included in this category (22% by

the private station). (See Table 4 for details of the coverage categories identified, apart from "other").

E. Countries covered in news items

Canada and the United States received the greatest amount of attention in newscasts of the two stations. The private station offers greater prominence to Canada (40% in comparison to 15% for the public station), while the CBC station covers the United States more frequently than it does other societies (42% in comparision to 26% for the private station). (See Table 5)

F. Issues: Local to Regional

Of local to regional issues highlighted by the two stations, the private station offers greater prominence to political issues (47% in comparison to 20% for the public station). On the other hand, cultural issues (concerts, plays, films, festivals) are highlighted by the public CBC station (35% in comparison to 0% for the private station). Weather and sports are scheduled in nearly similar amounts by the two stations (26% by the CBC station and 34% by the private station). (See Table6)

II. Analysis of Structure of Presentation

A. Format of News Presentation

Table 7 indicates that differences between the two stations in their use of anchor persons or anchors in combination with reporters are slight. Anchor persons presenting stories did so 61% of the time by the CBC station and 62% by the private station. Anchors with reporters presented stories 37% of all occasions on the public station and 32% of all occasions on the

private station.

B. Running Time of News Stories

Brief news items (01 seconds to 30 seconds) were more frequently scheduled by the private station (42% of the time in comparison to 30% for the public station). Stories that ran a minute or less in length also were more frequently found on the private station rather than on the CBC station (72% in comparison to 50%). However, longer stories (in excess of one minute in length) were nearly twice as often found on the CBC station than on the private station (50% in comparison to 28%). (See Table 8)

C. Use of Visual Materials in Newscasts

Table 9 indicates only slight difference between the stations in their overall use of visual illustrative materials in their newscasts (CBC station 54% while the private station use such materials 49% of all story occasions). While not indicated in the table, it is noted here that the CBC tendency was to use more film-videotape visuals while the private station tended to use more still photographs and charts/graphs.

D. Gender of Anchor Persons

Both stations use male and female anchor persons in very nearly the same amounts in presentation of their newscasts. The CBC station used male anchors 64% and female anchors 36% of the time. The private station used male anchors 66% and female anchors 34% of the time. (See Table 10)

E. Gender of Reporters of News Items: Non-Anchor

The private station tended to use female reporters (non-anchor roles) more often than did the CBC station (29% in comparison to 13%). (See Table 11)

III. Conclusions: Analysis of Differences

Some differences between the local community newscasts of the CBC owned and operated CBOFT station and the privately owned (TVA affiliated) CHOT-TV in the Ottawa-Hull community are apparent.

The CBC station in this study period was seen to be characterized by: more feature news items than was the private station; with fewer hard, spot news stories; and, with the items, originating in the local station about half of the time (Network dependency 38% of the time). The focus of the stories tended to be the city, city region, and home Province 45% of the time (38% for the private station). The stories were more often coverage of Defense and Poltical issues (19% and 16%) on a national to international basis, while on a local community basis, stories were more often coverage of Cultural, Political issues (35% and 20% respectively), with Economic, Weather and Sports, and Human Interest issues tied for third position (13% each).

Stories were found to be, generally, longer than those of the private station (stories one minute and longer comprised half of the CBC station's news schedule in comparison to 28% of the time for the private station). An obvious conclusion to such scheduling is that issues were likely to be examined in greater detail and depth by the CBC more often than they

would be by the private station.

On the other hand, newscasts of the private station were seen to be characterized by more hard, spot news items than was the CBC station, by more stories of a local community origin than for the CBC station (66% to 51%), but with a greater focus than was seen in the CBC station on events in other Provinces and in the Nation (35% to 19% for the CBC station). The stories more often covered national to global issues such as Economics (22%) and Politics (16%) and local community issues such as Politics (47%), Weather and Sports (17%), and Human Interest (17%).

The running time of stories was seen to be shorter than stories which were scheduled by the CBC station (the CBC scheduled 50% of its stories a minute or less in length, while the private station scheduled 72% of its stories in this running time period). Stories that ran over 3 minutes in length comprised only 6% of the stories, overall, for the private station, while the CBC station ran such lengthy stories 12% of its schedule.

OTTAWA

(French)

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 134	PRIVATE N= 86	TOTAL N= 220
Hard News	39%	54%	45%
Features	17	0	10
Weather Reports	2	4	3
Sports	2	4	3
Commercials	40	38	39
	100%	100%	100%

Cramer's V=.29
P < .01

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 82	PRIVATE N= 53	TOTAL N= 135
Local	51%	66%	57%
Network	38	32	36
Other	11	2	7
	100%	100%	100%

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 81	PRIVATE N= 52	TOTAL N= 133
City	38%	36%	38%
Home province/region	7	2	5
Other provinces	14	23	17
National	5	12	8
US/Can-Am	14	8	11
Global	12	6	10
Other	10	13	11
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 31	PRIVATE N= 18	TOTAL N= 49
Politics	16%	16%	16%
Defense	19	6	15
Economics	6	22	12
International Aid	0	0	0
Social Service	0	6	2
Crime/legal	10	6	8
Culture/Arts/Relig./ Entertain.	7	6	6
Science/Med/Technical	0	10	4
Terrorism	0	6	2
Environment	0	0	0
Human Interest	0	0	0
Other	42	22	35
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 26	PRIVATE N= 15	TOTAL N= 41
Canada	15%	40%	24%
United States	42	26	37
United Kingdom	0	0	0
France	0	7	2
USSR	8	0	5
Middle East	4	7	5
South Africa	12	7	10
Italy	0	0	0
Latin America	4	0	2
India	0	0	0
Other	15	13	15
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 52	PRIVATE N= 36	TOTAL N= 88
Political	20%	47%	31%
Economic	13	8	11
Culture	35	0	20
Legal	6	11	8
Human Interest	13	17	15
Sports & Weather	13	17	15
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 79	PRIVATE N= 53	TOTAL N= 132
Anchor Only	61%	62%	61%
Anchor with Reporter	37	32	35
Reporter Only	2	6	4
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 83	PRIVATE N= 53	TOTAL N= 136
01 to 30 sec.	30%	42%	34%
31 sec. to 1 min.	20	30	24
1:01 to 2:00 min.	33	15	26
2:01 to 3:00 min.	5	7	6
over 3 min.	12	6	10
	100%	100%	100%

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	PUBLIC N= 83	PRIVATE N= 53	TOTAL N=136
	54%	49%	52%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 83	PRIVATE N= 50	TOTAL N= 133
Male	64%	66%	65%
Female	36	34	35
	100%	100%	100%

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 32	PRIVATE N= 17	TOTAL N=49
Male	87%	71%	82%
Female	13	29	18
	100%	100%	100%

Quebec City

CBVT - (CBC)
CFCM - (Private-TVA)

The following is a study, over a five day selected period, of the community news operations of station CBVT (a CBC owned and operated station) and of CFCM-TV (a privately owned station affiliated with the Quebec TVA network). Both stations broadcast in the French language.

I. Analysis of News Content

A. Type of Content

The CBC leads the privately owned station with respect to hard, spot news as a type of content; but only by 7% (CBC 63%; CFCM-TV 56%). At the same time, the private station leads the CBC station in respect to commercial content (34% to 22%). While both stations televise feature news reports in the same amounts (8% of total content), the CBC televises more Weather/Sports items than does the private station (7% to 2% of total content). (See Table 1)

B. Origin of Content

Table 2 reveals that both stations have a healthy dependency upon their respective networks for content. In the case of the CBC station, 42% of its content is network originated, while CFCM-TV relies on its TVA affiliation for 54% of its content. The CBC station schedules a greater proportion of its news content with locally originated materials (53%), considerably more than the privately owned station (3-%).

C. Focus of Coverage: Local to Global

When the coverage of the two stations is examined in terms of the geographical focus of the stories telecast, the CBC station is strongly oriented towards the Quebec City community (46% of its content) while only 23% of the content of the private station is so oriented. In the same manner, but in lesser amounts, the CBC owned station focuses more on regional and home Province coverage (19%) than does the Privately owned station (13%).

On the other hand, Table 3 also indicates that when a focus on other Provinces or on the National scene is concerned, the private station offers greater attention (17% of its content) to such a focus than does the publicly owned CBC station (5%).

In focusing on global matters, the private station edges out the CBC station-- 16% to 13%.

D. Issues: National to Global

Table 4 indicates some differences between the two stations in their coverage of issues of national or global scope. In rank ordering the top three issues identified in the newscasts of the CBC owned station, this ordering was evident: First-- Politics (24%); second-- Economics (21%); third-- Terrorism (15%). This rank ordering was evident in the case of the privately owned CFCM-TV: First-- Culture/Arts (14%); second-- Crime/Legal and International Aid (both tied at 13%); third-- Politics (10%). Thus, while there is some similar identification of issues, it is clear that the CBC station identifies and covers the issues more strongly than does the private station.

E. Countries Covered

The CBC station covers the international scene more strongly than does the private station, with the exception of North America. In this case, the private station devotes 35% of its coverage to Canada (CBC provides 10%), and 35% of its coverage to the United States (CBC provides 10%). (See Table 5 for details)

F. Issues: Local to Regional

Table 6 indicates a similarity between the two stations in terms of their identification of issues, in the local to regional content. Economic and Political issues are rank-ordered by the stations as the two leading issues, although the CBC station ranks Politics as number one (30% of content) while the private station ranks Economic issues as number one (42% of content). Human Interest is ranked in third position by both stations in equal strength .

II. Analysis of Structure of Presentations

A. Format of News Presentations

Table 7 indicates that the privately owned station depends more upon anchor person presentation of stories (62% of occasions) than does the CBC station (54%). Thus, in turn, the CBC relies more on a combination of anchor and reporter presentation (46% of occasions) than does the private station (36%).

B. Running Time of News Stories

Both stations tend to use stories that run two minutes or less most of the time (87% for CBC station; 89% for Private station), although the usage of stories from 1:01 to 2:00 minutes is twice as great by the CBC station (43%) than by the private station.

The use of stories that run from 01 to 30 seconds is almost the same by both stations (38% by CBC station; 34% by Private station). Items that run over 3 minutes in length again, are almost identical (CBC-- 6%; Private station-- 5%). (See Table 8)

C. Use of Visual Materials in Newscasts

Most of the stories telecast in local newscasts bear some form of visual support-- in the case of the CBC station, 80% of the stories are thus supported; in the case of the private station 73% of the stories are offered some form of visual illustration. As a note of interest, the CBC station uses still photos/graphics in a proportion of 2:1 to that of the private station.

D. Gender of Anchor Persons

Of the news stories presented by CBC station anchor persons, 84% were presented by female anchors, as opposed to 28% at the privately owned station. (See Table 10)

E. Gender of Reporters of News Events: Non-Anchors

A greater similarity is apparent in the use by the two stations of non-anchor reporters who are female than the imbalanced structure of males and females as anchors. However, male reporters

tend to dominate both stations' non-anchor reporting: the CBC station assigned 87% of its stories to males (13% to females) while the private station assigned 76% of its stories to males (24% to females). (See Table 11)

III. Conclusions: Analysis of Differences

Some differences between the two stations are apparent as revealed by the five-day study.

The local community newscast of CBUT, the CBC owned and operated station, was seen to be oriented towards the local community in terms of origin of content (53%), stories were seen to be hard, spot news in the main (63%) with a strong focus on local/regional/ home province coverage (65% as opposed to the private station's 36%).

In its coverage of countries in newscasts, commentary was balanced-- for example, 6 of the 10 countries and societies identified in newscasts received identical attention (each at 10%). Such "balance" was not apparent in the private station's coverage where two countries received a total of 71% of the attention, with the remaining 8 sharing the remaining 17%, and 12% "other".

Most of the time, the anchor person presenting news stories was female, and 13% of the reporters presenting stories were female. Using the measurement of running time from one minute and higher, the CBC station tended to run "longer" stories: 56% in comparison to 33% for the private station.

The local community newscast of CFCM-TV, the privately owned (TVA affiliated) station was seen to be more dependent upon its network affiliation (54% of the origin of content was network) than was the CBC owned station (42% of the origin of content was network), with less focus on coverage of Quebec City than offered by the CBC station, but with greater focus on North American countries, i.e., Canada, United States, Canadian-American (to the extent of 33% as opposed to 8% by the CBC owned station). In terms of countries covered, 71% of the stories were related to Canada and the United States, as opposed to 20% by the CBC owned station. The TVA affiliate used shorter stories than the CBC (using the measurement of stories that ran from 01 second to one minute in length): 67% of the private station stories were of this length as opposed to 44% of the CBC station's stories.

Female anchor persons did not appear as often on CFCM presenting stories as on the CBC station.

In sum, the audience/readership trends as identified by Roper Associates in the United States (that people go to daily newspapers for information about their local community and to television for information about their national society) might be operational in the case of the private station in Quebec City; content of the local news of that station is strongly consistent with conclusions reached by Roper Associates.

QUEBEC CITY

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 127	PRIVATE N= 306	TOTAL N= 433
Hard News	63%	56%	58%
Features	8	8	8
Weather Reports	3	1	2
Sports	4	1	2
Commercials	22	34	30
	100%	100%	100%

Cramer's V=.17

$P < .05$

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 98	PRIVATE N= 201	TOTAL N= 299
Local	53%	34%	40%
Network	42	54	50
Other	5	12	10
	100%	100%	100%

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 99	PRIVATE N= 203	TOTAL N=302
City	46%	23%	30%
Home province/region	19	13	15
Other provinces	1	6	5
National	4	11	9
US/Can-Am	4	22	16
Global	13	16	15
Other	13	9	10
	100%	100%	100%

Cramer's V=.35 $P < .001$

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 33	PRIVATE N= 111	TOTAL N=144
Politics	24%	10%	13%
Defense	6	6	6
Economics	21	13	15
International Aid	3	2	2
Social Service	0	1	1
Crime/legal	3	13	10
Culture/Arts/Relig./ Entertain.	6	14	12
Science/Med/Technical	0	7	6
Terrorism	15	7	9
Environment	0	0	0
Human Interest	0	5	4
Other	22	22	22
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 21	PRIVATE N= 120	TOTAL N= 141
Canada	10%	35%	31%
United States	10	36	32
United Kingdom	0	2	1
France	10	2	4
USSR	10	2	4
Middle East	10	2	3
South Africa	18	3	5
Italy	10	2	3
Latin America	4	2	2
India	0	2	1
Other	18	12	14
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 70	PRIVATE N= 87	TOTAL N= 157
Political	30%	19%	24%
Economic	24	42	34
Culture	16	9	12
Legal	1	4	3
Human Interest	16	17	16
Sports & Weather	13	9	11
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 96	PRIVATE N= 197	TOTAL N= 293
Anchor Only	54%	62%	60%
Anchor with Reporter	46	36	39
Reporter Only	0	2	1
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 97	PRIVATE N= 203	TOTAL N= 300
01 to 30 sec.	38%	34%	36%
31 sec. to 1 min.	6	33	25
1:01 to 2:00 min.	43	22	28
2:01 to 3:00 min.	7	6	6
over 3 min.	6	5	5
	100%	100%	100%

Cramer's V = .27

P < .001

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	PUBLIC N= 97	PRIVATE N= 203	TOTAL N= 300
	80%	73%	76%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 98	PRIVATE N= 197	TOTAL N= 295
Male	16%	72%	53%
Female	84	28	47
	100%	100%	100%

Phi = .52

P $<$ .001

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 47	PRIVATE N= 71	TOTAL N= 118
Male	87%	76%	80%
Female	13	24	20
	100%	100%	100%

TORONTO

CBLT - (CBC)
CITY - (Private-Independent)
CFTO - (Private-CTV)

I. Analysis of News Content

A. Type of Content

All three stations scheduled proportionally high amounts of commerical content in their local news programs during the study period: CBLT led the three with 51%; CITY followed with 40%; CFTO was third with 38%.

As well, the stations did not schedule dissimilar amounts of hard, spot news items: CFTO 37% ; CBLT 35%; CITY 30%.

The CBC station tended to schedule fewer feature news items than did the other stations: 9% to CITY's 21% and to CFTO's 17%.

B. Origin of Content

Of the three stations, Independent CITY relied more heavily than did the other two upon local resources for its content, fully 93% overall; this occurs because CITY lacks a network affiliation. However, even with its CTV affiliation, CFTO's content was 72% local in origin and only 3% originated with the CTV network. The CBC station relied more heavily on network content (28%) than did the other two stations, while 60% of its overall content was local in origin. (See Table 2).

C. Focus of Coverage: Local to Global

Focus of coverage by the three stations varied considerably. CITY focussed greater attention on the Toronto community than did the other stations (73%; CBLT 40%; CFTO 35%). In second place for each of the stations, in terms of focussed attention, was the Toronto region and the Province of Ontario.

In terms of focussing attention on areas outside of Ontario, these figures are revealed by Table 3: CFTO 50%; CBLT 41%; CITY 13%.

D. Issues: National to Global

There was little similarity between the stations in terms of identification and rank ordering of issues in the national-international context. In terms of rank ordering, CBLT data indicate this order: First--Economics (22%); Second--Politics (20%); Third--(tied with 11% each) Crime/Legal and Other. CFTO data revealed this order: First--Science/Technology 22%; Second--Other 20%; Third--Economics (18%). Data regarding CITY indicated the following: First--Politics (39%); Second--Crime/Legal (25%); Third--Culture/Arts and Science/Technology were tied (12% each). (See Table 4)

E. Countries Covered: National to Global

Table 5 reveals that Canada received the greatest attention in coverage from CITY (62%), follwed by CFTO (31%) and CBLT (30%).

The United States received greater coverage from CFTO (36%) than from either of the other two stations CBLT (14%) and CITY (0%).

Other global communities that received marked attention were South Africa (the continuing problem of apartheid raises the story to continuting prominence) followed by other nations in slight amount.

F. Issues: Local to Regional

While there was variance with respect to their rank ordering by the three stations, the four issues of a local-regional nature which were given most prominence were: Economics (afforded 38% coverage by CBLT, the highest of the 3 stations); Politics (afforded 22% coverage by CBLT, the highest of the three stations); Weather/Sports (afforded 31% coverage by CITY, the highest of the 3 stations); Human Interest (afforded 31% coverage by CITY, the highest of the three stations). (See Table 6)

II. Analysis of Structure of Presentations

A. Format of News Presentations

Only slight variances were noted in Table 7 concerning the use of anchor persons in the presentation of news stories. In a proportion of slightly better than 2:1, the three stations presented stories with a preferred combination of anchor persons and field reporter.

CITY recorded 18% usage of reporter only in presenting news items, followed by CBLT (9%) and CFTO (4%).

B. Running Time of News Stories

More shorter stories (01 to 30 seconds) were telecast by CITY than by the other two stations: 41% to 30% (CFTO) and 16% (CBLT).

At the same time, the CBC station recorded more stories of longer duration (from 1 minute and above) than did the other stations: 72% to 57 % (CFTO) and 49% (CITY).

Nevertheless, CITY presented 12% of its stories running over 3 minutes, while CBLT presented 9% of its stories running over 3 minutes.(See Table 8)

C. Use of Visual Materials in Newscasts

The greatest percentage of stories using visual supporting illustrative material was presented on CITY (69%); Second was CFTO (49%); Third was CBLT (35%). It is noted here, as well, that CITY tended to use more filmed-videotaped materials than did the other two stations. (See Table 9).

D. Gender of Anchor Persons

In the presentation of news items, CFTO made greater use of female anchor persons than did the other two stations:with 50% of the stories using anchors delivered by females. This was only slightly higher than CBLT (with 48%) but considerably higher than CITY (with 16%). (See Table 10)

E. Gender of Reporters of News Items: Non-Anchor

CITY used female reporters of news items in greater amounts than did the other two stations with female reporters reporting on 32% of the stories using reporters. This was twice as much than CBLT usage of female reporters (18%), and greater by slightly better than four times (7%) the usage of female reporters by CFTO. (See Table 11).

III. Conclusions: Analysis of Differences

Differences between the three stations exist, with the greater differences becoming apparent from the fact that CITY functions as an independent operation with no formal network affiliation. The station's focus of news is the local Toronto community (93% of its news content is of local origin and 73% of its content focusses on events in the local community). At the same time, it follows that of countries covered in the station's news program, Canada is, by far, the most cited.

CITY, as well, schedules more stories than do the other two stations (41%) of short duration (01 to 30 seconds). The station tends, as well, to use fewer female anchor persons, but more female location reporters, than do the other two stations.

The CBC owned CBLT station's newscasts were seen to be characterised by the strongest dependence than the other stations on network originated content (28%), and, perhaps as a consequence, the smallest percentage of locally originated stories. Apart from CITY for a moment, and looking at a CBLT-CFTO comparison, the CBC station focussed on the Toronto City, area, and Province of Ontario only slightly more than did the privately owned CFTO (59% to 50%).

Of the three stations, CBC owned CBLT used fewer visual materials in its newscasts than did the other two stations, and made use of female anchor persons in newscasts in the same amount as did the privately owned CFTO (48% and 50%, respectively).

However, a distinctive difference between the three stations is apparent when one considers the running time of news stories.

The CBC owned CBLT uses fewer short stories (01 to 30 seconds) than do the other two stations, and considerably more longer stories (1 minute and longer): of short story formats, CBLT uses only these in 16% of its overall story content, while CFTO schedules 30% and CITY schedules 41%; of the longer story formats, CBLT uses these in 72% of its overall story content, while CFTO schedules 57% and CITY schedules 49%.

Newscasts of the privately owned CFTO station were seen as having a strong (72%) local resources base and a minimal dependency upon CTV network supports (only 3%, as opposed to 28% from the CBC owned CBLT). The focus of coverage beyond the City of Toronto and the Province of Ontario was greater than the other two stations: 50% as opposed to 41% from CBLT, and 13% for CITY.

In terms of coverage of issues on both local/regional and national/international levels, CFTO varied only very slightly from the other two stations both in identification of specific issues and in their rank ordering.

The running times of stories on CFTO newscasts varied slightly, although there was a greater percentage of stories in the mid range (1:01 to 2:00 minutes) than the other two stations: CFTO 41%; CBLT 25%; CITY 20%.

CFTO also tended to use male and female anchor persons in equal numbers (more female anchors than used by the other two stations), although fewer female location reporters were utilised by CFTO than by the other two stations: CFTO 7%; CBLT 18%; CITY 32%.

Toronto

TABLE 1 - Type of content by Public and Private Stations

	(CBLT) PUBLIC N= 205	(CITY) PRIVATE N= 174	(CFTO) PRIVATE N= 226	TOTAL N= 605
Hard News	35%	30%	37%	34%
Features	9	21	17	15
Weather Reports	3	5	4	5
Sports	2	4	4	3
Commercials	51	40	38	43
	100%	100%	100%	100%

Cramer's V=.12
P < .05

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	(CBLT) PUBLIC N= 99	(CITY) PRIVATE N= 102	(CFTO) PRIVATE N= 138	TOTAL N=339
Local	60%	93%	72%	75%
Network	28	1	3	10
Other sr	12	6	25	15
	100%	100%	100%	100%

Cramer's V=.33
P < .001

TABLE 3 - Focus of Coverage by Public and Private Stations

	(CBLT) PUBLIC N=100	(CITY) PRIVATE N=103	(CFTO) PRIVATE N= 139	TOTAL N=342
City	40%	73%	35%	48%
Home province/region	19	14	15	16
Other provinces	0	1	6	2
National	12	5	10	9
US/Can-Am	6	0	12	7
Global	18	3	10	10
Other	5	4	12	8
	100%	100%	100%	100%

Cramer's V=.30
P < .001

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	(CBLT) PUBLIC N= 36	(CITY) PRIVATE N= 8	(CFTO) PRIVATE N= 46	TOTAL N= 90
Politics	20%	39%	11	17%
Defense	8	0	0	3
Economics	22	0	18	18
International Aid	6	0	4	5
Social Service	3	12	0	2
Crime/Legal	11	25	4	9
Culture/Arts/Relig./ Entertain.	8	12	17	13
Science/Med/Technical	0	12	22	12
Terrorism	8	0	4	6
Environment	3	0	0	1
Human Interest	0	0	0	0
Other	11	0	20	14
	100%	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	(CBLT) PUBLIC N= 36	(CITY) PRIVATE N= 8	(CFTO) PRIVATE N= 45	TOTAL N=89
Canada	30%	62%	31%	34%
United States	14	0	36	24
United Kingdom	3	0	2	2
France	3	0	0	1
USSR	6	0	2	3
Middle East	3	0	0	1
South Africa	22	38	13	19
Italy	8	0	2	5
Latin America	3	0	0	1
India	0	0	0	0
Other	8	0	14	10
	100%	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	(CBLT) PUBLIC N= 64	(CITY) PRIVATE N= 109	(CFTO) PRIVATE N= 93	TOTAL N=266
Political	22%	15%	19%	18%
Economic	38	18	20	24
Culture	3	9	11	8
Legal	3	6	8	6
Human Interest	14	21	17	18
Sports & Weather	20	31	25	26
	100%	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	(CBLT) PUBLIC N= 99	(CITY) PRIVATE N= 99	(CFTO) PRIVATE N= 137	TOTAL N=335
Anchor Only	26%	23%	28%	26%
Anchor with Reporter	65	59	68	64
Reporter Only	9	18	4	10
	100%	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	(CBLT) PUBLIC N=100	(CITY) PRIVATE N= 102	(CFTO) PRIVATE N= 141	TOTAL N= 343
01 to 30 sec.	16%	41%	30%	29%
31 sec. to 1 min.	12	10	13	12
1:01 to 2:00 min.	25	20	41	30
2:01 to 3:00 min.	38	17	16	23
over 3 min.	9	12	0	6
	100%	100%	100%	100%

Cramer's V=.18
P < .001

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	(CBLT) PUBLIC N= 100	(CITY) PRIVATE N= 102	(CFTO) PRIVATE N= 141	TOTAL N=343
	35%	69%	49%	51%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	(CBLT) PUBLIC N= 90	(CITY) PRIVATE N= 83	(CFTO) PRIVATE N= 133	TOTAL N=306
Male	52%	84%	50%	60%
Female	48	16	50	40
	100%	100%	100%	100%

Cramer's V=.30
P < .001

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	(CBLT) PUBLIC N= 72	(CITY) PRIVATE N= 75	(CFTO) PRIVATE N= 95	TOTAL N=242
Male	82%	68%	93%	82%
Female	18	32	7	18
	100%	100%	100%	100%

Cramer's V=.19
P < .01

VANCOUVER

CBUT - (CBC)

CHAN - (Private - CTV)

I. Analysis of News Content

A. Type of Content

Table #1 indicates a statistically non-significant difference between the two stations, in that, the CBC outlet presents proportionately more hard news while the private station presents proportionately more sports and commercials. Hard news items are about three times greater than feature items.

One should note that two of the private station newscasts were shortened due to World Series coverage. Appropriately, in this and in all other cities, analysis is by percentage comparisons of relative newscast performance between stations and not based on sheer number of stories covered.

B. Origin of Content

About three-fourths of all items on both stations are local stories. The CBC station carries somewhat more network stories with the private outlet carrying more "other" or non-identifiable stories. (See Table #2)

C. Local to Global Focus of Stories

Only minor differences exist in the focus of news stories carried by each station. The private station is slightly higher in city and "other" or non-identifiable focus stories. In

general, city and home province/regional coverage were proportionally equal.

D. Issues/National to Global Stories

Politics and economics were the two most mentioned issues for both stations. The private station did offer proportionately greater emphasis on: economics, culture, and science. The CBC station had more emphasis on: crime, terrorism, and human interest. For several issues one station or another had not included coverage of the issue over the research period while the other station had: crime, science, and human interest, especially. (See Table #4)

E. Country Focus/National to Global Stories

Table #5 cites several notable differences in the geographic focus of news items for each station. The CBC exhibits a greater focus on: Canada, France, and other countries. The private station focuses more on: the U.S. and South Africa. The CBC gives Canada a three-fold edge over the U.S. in news focus. On the other hand, the private station gives almost equal coverage to either a Canadian or U.S. focus.

F. Issues - Local to Regional Stories

Human interest stories dominated all issue categories for both stations. Economic issues were second most numerous followed by sports and weather, and political items. The CBC more often covered: political, economic, and human interest. While the private station more often covered: culture, legal, and sports and weather. The CBC had more local/regional economic coverage while the private station had more national/global economic coverage. (See Table #6).

II. Analysis of Structure of Presentation

A. Format

The CBC is more apt to have only an anchor present the news items while the private station is more apt to have an anchor with reporter combination. (See Table #7)

B. Time

A statistically significant difference is found to occur, such that the private station runs longer news items. 58% of all private station news items are two minutes or more while only 32% of all CBC news items are as long. This finding coincides with the above finding that the private station has proportionately more anchor with reporter stories. These stories should run longer than an anchor only presentation. (See Table #8)

C. Visuals

60% of all items contained a visual and no between station difference exits. (See Table #9)

D. Anchor Gender

Table #10 shows that the private station only used a male anchor while the CBC outlet was almost equally divided in the use of either a male or female anchor for its news presentations.

E. Reporter Gender

For both stations a male reporter was used close to 90% of the time for stories containing a reporter. In only about 10% of the stories using a reporter is that person a female. (See Table #11)

III. Conclusion (Analysis of Significant Differences

The CBC station presented relatively more hard news items; more crime news items on a national to global level, but less

economics, culture, and science items; more items about Canada, the U.K., and "other" nations and less about the U.S. and South Africa; more local items about politics, economics, and human interest and less on culture, legal, and sports/weather; more anchor only presentations and shorter items; with an even split between male and female anchor presentations.

VANCOUVER

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 222	PRIVATE N= 133	TOTAL N=355
Hard News	39%	34%	37%
Features	14	13	13
Weather Reports	4	2	3
Sports	3	6	4
Commercials	40	45	43
	100%	100%	100%

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 131	PRIVATE N= 73	TOTAL N= 204
Local	76%	75%	76%
Network	12	7	10
Other -	12	18	14
	100%	100%	100%

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 133	PRIVATE N= 73	TOTAL N= 206
City	27%	30%	28%
Home province/region	27	25	27
Other provinces	7	4	6
National	14	14	14
US/Can-Am	11	9	10
Global	10	9	9
Other	4	9	6
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 47	PRIVATE N= 24	TOTAL N= 71
Politics	23%	25%	24%
Defense	2	0	1
Economics	33	43	35
International Aid	2	0	1
Social Service	2	0	1
Crime/legal	13	0	9
Culture/Arts/Relig./ Entertain.	4	8	6
Science/Med/Technical	0	8	3
Terrorism	11	8	10
Environment	0	0	0
Human Interest	4	0	3
Other	6	8	7
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N=48	PRIVATE N= 24	TOTAL N= 72
Canada	46%	38%	43%
United States	17	30	21
United Kingdom	6	0	4
France	0	0	0
USSR	0	0	0
Middle East	2	4	3
South Africa	10	21	14
Italy	6	4	6
Latin America	0	0	0
India	0	0	0
Other	13	4	10
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 86	PRIVATE N= 48	TOTAL N= 134
Political	14%	8%	12%
Economic	23	17	21
Culture	5	8	6
Legal	6	13	8
Human Interest	36	33	35
Sports & Weather	16	21	18
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 132	PRIVATE N= 73	TOTAL N= 205
Anchor Only	46%	37%	43%
Anchor with Reporter	55	62	57
Reporter Only	0	1	1
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 132	PRIVATE N= 73	TOTAL N=205
01 to 30 sec.	35%	26%	32%
31 sec. to 1 min.	13	8	11
1:01 to 2:00 min.	20	8	16
2:01 to 3:00 min.	20	29	23
over 3 min.	12	29	18
	100%	100%	100%

Cramer's V=.19

P < .05

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	PUBLIC N= 132	PRIVATE N= 73	TOTAL N= 205
	61%	60%	60%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 121	PRIVATE N= 72	TOTAL N= 193
Male	48%	100%	67%
Female	52	0	33
	100%	100%	100%

Phi=.54

P $<$ .001

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 77	PRIVATE N= 44	TOTAL N= 121
Male	87%	89%	88%
Female	13	11	12
	100%	100%	100%

WINNIPEG

CBWT - (CBC)

CKY - (PRIVATE, CTV)

I. Analysis of News Content

A. Type of Content

Data in Table 1 show that the CBC station ran more features and weather reports. The private station ran more hard news stories and commercials. In general, commercials constitute nearly half of all items appearing within the CBC station and the private station. Taking all items into account, no statistically significant difference was found between the two stations.

B. Origin of Content

Data in Table 2 indicate that over 2/3 of news items on both stations were of local origin. The CBC station did run slightly more network originated material, while the private station tended to favour more news items with a non-Canadian origin. As with Table 1, these differences are not statistically significant.

C. Local to Global Focus of Stories

Data in Table 3 show a very close correspondence between the relative amount of attention paid to major categories of news. On both stations local and provincial/regional categories predominate, followed in importance by national news items and an almost equal coverage of US7 Canadian-American items and the news of the rest of the world.

D. Issues/National to Global Stories

Data in Table 4, show two major areas of thematic focus: economics and politics. Terrorism, questions relating to defense and scientific, medical, technical information are the only other categories which occasioned even moderate coverage.

E. Country Focus/National to Global Stories

What data in Table 5 show is that on the national-global continuum Canada and the United States dominate attention on both the CBC and the private station, with attention focused on Canada, in slightly better than a 2:1 proportion. During this period of study only South Africa and Italy appeared prominently in the news, reflecting special events in their countries.

F. Issues - Local to Regional Stories

Data in Table 6, showing the topical focus of local to regional stories, indicate that the daily subjects of sports and weather are the single most frequently aired news items. Following, are the categories of economics, where labour problems dominated coverage on both stations, human interest, and legal issues (dominated by trial coverage).

II. Analysis of Structure of Presentation

A. Format

Data in Table 7, indicate pronounced differences in format of presenting news stories. Specifically 80% of CBC news items follow the Anchor/Reporter combination

format, while the private station was more apt to use a wider variety of formats.

B. Time

Data in Table 8 show that the private station runs far more frequent and short news items, while the CBC station tends to run fewer stories which tend to be longer. This is consistent with both type of content (hard news on the private station & features and weather and sports on the CBC) and the Anchor only and Reporter only format used by the private station.

C. Visuals

Data in Table 9 indicate that news items on the CBC station were far more likely to use visual aids than were stories on the private station. However, in both cases when stories did use visuals, it was likely to be video tape or film in 80% of the cases, rather than still photographs.

D. Anchor Gender

Data in Table 10 show that female anchors on the CBC newscasts handle relatively more news items than do female anchors on the private station.

E. Reporter Gender

Data in Table 11 indicate that while there is a greater presence of the female anchor on the CBC, this is not the case with respect to reporters, where only 13% were female. The private station reporting tasks were also dominated by males, but less strongly than was the case with the CBC.

III. Conclusions (Analysis of Significant Differences)

In Winnipeg no content differences appear to be statistically significant. Hard news is slightly more likely to be aired on the private station, while the CBC ran more features and weather. On the other hand, the CBC station relied more on its parent network than the private station relied on CTV originated news. Issues covered, both locally and nationally/globally appeared similar. The most notable differences appear in the structure and presentation of the news, where the CBC ran longer stories, used the anchor/reporter format consistently, and tended to feature more female anchors and male reporters than did the private station.

WINNIPEG

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 184	PRIVATE N= 213	TOTAL N= 397
Hard News	31%	36%	34%
Features	10	6	8
Weather Reports	8	5	6
Sports	6	5	5
Commercials	45	48	47
	100%	100%	100%

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 101	PRIVATE N= 112	TOTAL N= 213
Local	69%	67%	68%
Network	19	14	16
Other	12	19	16
	100%	100%	100%

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 101	PRIVATE N= 104	TOTAL N= 205
City	26%	22%	24%
Home province/region	25	23	24
Other provinces	8	7	7
National	14	22	18
US/Can-Am	9	10	10
Global	8	10	9
Other	10	6	8
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 34	PRIVATE N= 45	TOTAL N= 79
Politics	26%	20%	23%
Defense	3	9	6
Economics	32	40	37
International Aid	0	0	0
Social Service	6	2	4
Crime/legal	6	0	3
Culture/Arts/Relig./ Entertain.	3	2	3
Science/Med/Technical	3	9	6
Terrorism	6	7	6
Environment	3	0	1
Human Interest	6	2	4
Other	6	9	7
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 34	PRIVATE N= 46	TOTAL N= 80
Canada	56%	54%	55%
United States	20	20	20
United Kingdom	3	3	3
France	0	0	0
USSR	0	4	2
Middle East	0	2	1
South Africa	9	7	8
Italy	3	4	4
Latin America	0	3	1
India	0	3	1
Other	9	0	5
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 66	PRIVATE N= 63	TOTAL N= 129
Political	8%	10%	8%
Economic	14	25	20
Culture	8	5	6
Legal	9	14	12
Human Interest	23	14	19
Sports & Weather	38	32	35
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 98	PRIVATE N= 111	TOTAL N= 209
Anchor Only	19%	41%	31%
Anchor with Reporter	80	42	59
Reporter Only	1	17	10
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 101	PRIVATE N= 112	TOTAL N= 213
01 to 30 sec.	14%	25%	19%
31 sec. to 1 min.	12	20	16
1:01 to 2:00 min.	30	19	24
2:01 to 3:00 min.	19	22	21
over 3 min.	25	14	20
	100%	100%	100%

Crameis V = .17

P<.05

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

PUBLIC N= 82	PRIVATE N= 74	TOTAL N= 156
81%	66%	73%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 94	PRIVATE N= 89	TOTAL N= 183
Male	22%	46%	34%
Female	78	54	66
	100%	100%	100%

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 82	PRIVATE N= 69	TOTAL N= 151
Male	87%	71%	80%
Female	13	29	20
	100%	100%	100%

English Language CBC Owned and Operated Stations and Privately Owned Stations:

A Comparison

The following is a summary of data concerning the local community newscasts of English language CBC owned stations and privately owned stations, collected during the designated five-day study period.

I. Analysis of News Content

A. Type of Content

Little differences were apparent between the content of CBC owned stations and privately owned stations. Hard spot news was scheduled in nearly the same amounts by CBC and private stations (34% and 37%, respectively); features were nearly the same (10% and 11%, respectively); Weather/Sports reports were nearly identical (9% and 8%, respectively); and, Commercial items were nearly proportionately alike (47% and 44%, respectively). (See Table 1)

B. Origin of Content

Greater commitment to content which originated with local resources was apparent in the schedules of privately owned stations--76% to that of 66% for the CBC owned stations.

Correspondingly, CBC owned stations demonstrated a greater dependency upon their network for content than did private stations--20% to 7%. (See Table 2)

C. Focus of Content Coverage: Local to Global

The CBC owned and privately owned stations, as groups, are not distinguishable, one from the other, in terms of content focus.

The "local communities" received nearly the same degree of attention by the CBC stations and private stations (30% and 34%, respectively). Similarities by public and private stations were also noted regarding Home Province/Region (22% and 18%, respectively); National content (15%, each); US/CAN-AM (8% each); and global content (12% and 10%, respectively). (See Table 3)

D. Coverage of Issues: National to Global

The top two issues at the national or global level were rank-ordered similarly by the two station groups-- Economics was in first place (CBC stations 30%; Private stations 32%), and Politics was in second place (CBC stations 25%; Private stations 20%).

Thereafter, the CBC stations ranked Crime/Legal in third place (8%), while the private stations ranked Science/Technology third (10%). (See Table 4)

E. Countries Covered

Few differences were discernible between the two station groups with respect to countries covered, in rank-ordering or in attention afforded to the countries in news stories.

Canada was ranked first by both the CBC and private groups (46% and 45%, respectively), United States was ranked second (18% and 22%, respectively), and South Africa ranked third (13% and 11%, respectively). (See Table 5)

F. Coverage of Issues: Local to Regional

Table 6 confirms, again, that, in terms of coverage of issues, locally, regionally, nationally, or globally, or in coverage of countries, there are almost no differences apparent between the CBC stations and the privately owned station group.

Both in priority rank-ordering, and in the degree of attention paid by the groups, the station groups are similar. Economic issues are ranked in first place (CBC and the private stations each with 22% attention); Political Issues were ranked second (each group with 15% attention offorded to the issue); Weather/Sports items ranked third (CBC 27% and private stations 25%); Human Interest stories were ranked fourth (CBC 23% and private stations 20%).

II. Analysis of Structure of Presentations of News Items

A. Format of News Presentation

Significant differences were apparent in the usage of anchor persons and location reporters in the reporting of news items.

The CBC stations depended more heavily upon the combination of anchor-location reporters to deliver news items than did the private stations-- 70% of the occasions as opposed to 57% for the private stations. Stories reported only by anchor persons were as follows: CBC 26% and private stations collectively 33%. (See Table 7)

B. Running Times of News Items

As well, signigicant differences were apparent in the five-day study with respect to the running times of stories. As was anticipated, the data indicate that the CBC owned stations ran fewer short stories (01-30 seconds) than did the privately owned stations (18%, and 27%, respectively), and more longer stories (over 3 minutes) than the private stations (18% and 12%, respectively). As well, if longer story time limits are considered to be stories 1 minute and longer, 70% of the CBC stations' stories were in that time frame as opposed to 60% for the privately owned stations. (See Table 8)

C. Use of Visual Materials in Newscasts

Overall, differences were slight with respect to the use of visual illustrative material in stories. The CBC usage of visuals represented 66% of total stories, and the private station usage was 57% of the total. (See Table 9)

D. Gender of Anchor Persons

Differences, however, are signigicant regarding the use of male and female anchor persons. The CBC stations used female

anchors in the study period to present 54% of stories; the private station usage of female anchors represented 30% of stories presented.

E. Gender of Reporters of News Items: Non-Anchor

Only a very slight difference was detectable concerning the gender of location reporters; CBC usage of female reporters represented 20% of all stories presented as opposed to 22% usage of female reporters by private stations.

III. Conclusions: Analysis of Differences

When comparing these national broadcasting groups, there is little in the way of content; focus of content within geographical national boundaries; or coverage of content with respect to issues locally, regionally, nationally, or globally; which distinguishes CBC owned TV stations from privately owned TV stations, insofar as local newscasts were concerned during the study period.

At the same time, clear differences were apparent concerning origin of content (CBC stations depended considerably more on their networks than did the privately owned stations while content of local origination was more apparent in newscasts of privately owned stations than in CBC newscasts).

As well, CBC stations tended to report more stories with the combination of anchors and location reporters than did the private stations, and the presence of female anchors was more apparent on the local newscasts than on newscasts of privately owned stations.

Also, it was clear, during the five-day study period, that the CBC presented stories that were, overall longer in length (and, presumably more in-depth) than were the stories on local newscasts of privately owned stations.

At the same time, while the use of visual illustrative material was about the same by the two station groups, the CBC tended to use more filmed/videotaped stories than did the privately owned stations. Thus, the use of such filmic/videotape stories are likely to contribute to consistent usage by the CBC of longer time periods for presentation of stories than that practised by the privately owned stations.

CBC vs. Private Stations

(English Only)

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N=1,525	PRIVATE N=1,537	TOTAL N=3,062
Hard News	34%	37%	36%
Features	10	11	11
Weather Reports	5	4	4
Sports	4	4	4
Commercials	47	44	45
	100%	100%	100%

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 826	PRIVATE N= 863	TOTAL N=1,689
Local	66%	76%	71%
Network	20	7	14
Other	14	17	15
	100%	100%	100%

Cramer's V=.19

P < .001

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 825	PRIVATE N= 845	TOTAL N=1,670
City	30%	34%	32%
Home province/region	22	18	20
Other provinces	5	7	6
National	15	15	15
US/Can-Am	8	8	8
Global	12	10	11
Other	8	8	8
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 302	PRIVATE N= 292	TOTAL N= 594
Politics	25%	20%	22%
Defense	5	5	5
Economics	30	32	31
International Aid	1	2	2
Social Service	3	2	2
Crime/legal	8	2	5
Culture/Arts/Relig./ Entertain.	4	6	5
Science/Med/Technical	4	10	7
Terrorism	7	9	8
Environment	2	0	1
Human Interest	3	1	2
Other	8	11	10
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 295	PRIVATE N= 292	TOTAL N= 587
Canada	46%	45%	46%
United States	18	22	20
United Kingdom	3	1	2
France	2	1	1
USSR	1	2	2
Middle East	1	4	3
South Africa	13	11	12
Italy	6	5	5
Latin America	0	1	1
India	0	1	1
Other	10	7	9
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 538	PRIVATE N= 572	TOTAL N= 1,110
Political	15%	15%	15%
Economic	22	22	22
Culture	7	8	7
Legal	6	10	8
Human Interest	23	20	22
Sports & Weather	27	25	26
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 815	PRIVATE N= 850	TOTAL N=1,665
Anchor Only	26%	33%	29%
Anchor with Reporter	70	57	63
Reporter Only	4	10	8
	100%	100%	100%

Cramer's V=.16

P < .001

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 830	PRIVATE N= 863	TOTAL N= 1,693
01 to 30 sec.	18%	27%	22%
31 sec. to 1 min.	12	13	13
1:01 to 2:00 min.	32	28	30
2:01 to 3:00 min.	20	20	20
over 3 min.	18	12	15
	100%	100%	100%

Cramer's V=.06

P < .01

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	PUBLIC N= 830	PRIVATE N= 863	TOTAL N= 1,693
	66%	57%	61%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 775	PRIVATE N= 764	TOTAL N=1,539
Male	46%	70%	58%
Female	54	30	42
	100%	100%	100%
			Phi=.25
			P <.001

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 619	PRIVATE N= 562	TOTAL N=1,181
Male	80%	78%	79%
Female	20	22	21
	100%	100%	100%

CBC Owned and Operated Stations and Privately Owned Stations Compared: French Language

The following is a summary of data concerning the local community newscasts of French language CBC-owned stations and privately-owned stations, collected during the five-day study period.

I. Analysis of News Content

A. Type of Content

There are some clear differences between the CBC French language stations and the privately owned French language stations with respect to kind of content. The private stations demonstrate a greater commitment to commercial content within local news programs than do the CBC stations (38% and 25%, respectively).

At the same time, the CBC stations scheduled slightly more hard-spot news stories than did the private stations (57% as opposed to 53% by the private group) as well as more feature news items (10% by CBC and 5% by private broadcasters). (See Table 1)

B. Origin of Content

There are clear differences, as well, in the origin of news content telecast by the two groups in their local community newscasts. For the CBC stations, 53% of the content originates from local resources in comparison to 42% for the privately owned stations. Both groups, however, evidence a fairly heavy dependency upon their networks for content: the private broadcasters up to 48%, and the CBC stations up to 40% of content totals.

C. Focus of Coverage: Local to Global

Focus of coverage varies between the two groups. The CBC stations focus on their communities more directly than do the privately owned stations-- 43% of content and 27% of content, respectively.

Focus on home regions and Provinces and on other Provinces is almost the same for both public and private groups (19% and 22%, respectively).

However, the private broadcasters schedule up to 40% of their content (as opposed to 25% for the CBC stations) on content that is oriented toward a National, a Canadian-American, and Global focus. (See Table 3)

D. Coverage of Issues: National to Global

Issues of Politics and Economics were identified as the two most salient issues in terms of coverage by the two groups, although in different degrees and in different rank-ordering.

Politics and Economics have been afforded greater treatment by CBC stations (23% and 16%, respectively) than these two have been by private stations (where the order is reversed, and Economics has been given greater attention-- 17%-- than has Politics-- 13%). Thereafter, there is neither consistency nor agreement on saliency of issues by the two broadcasting groups. (See Table 4)

E. Countries Covered

Greater coverage is afforded to Canada by privately owned stations in their local newscasts than by the CBC stations (36% to 12%). As well, the private stations provide more coverage to the United States than do the CBC stations (33% to 22%).

Little difference in coverage of other nations is apparent, with the exception of South Africa, where the CBC stations provide greater coverage than do the private stations (14% to 5%, respectively). (See Table 5)

F. Issues Covered: Local to Regional

Economic and Political issues have been ranked as first and second by both groups of stations, with little difference in the degree of coverage afforded to these issues.

Thereafter, CBC stations rank-ordered local and regional issues in this manner: Culture (18%); Human Interest (15%); Weather/Sports (14%). Private stations rank-ordered in this manner: Human Interest (17%); Weather/Sports (14%); Culture and Legal (both tied for fifth position with 6% each of total stories).

II. Analysis of Structure of Presentation

A. Format of News Presentation

Little difference is discernible between the two broadcast groups with respect to usage of anchor person and location reporters in the presentation of news items. For example, 59% of the stories on the privately owned stations were presented by an anchor person alone, while 53% of the stories on CBC stations were presented by

an anchor person. (See Table 7)

B. Running Time of News Stories

Table 8 indicates that of news items which ran 01 to 30 seconds, the broadcast groups committed nearly identical proportions: CBC 36% and Private stations 35%. Further, in a longer time period, 31 to 60 seconds in length, the private stations scheduled 29% of their items, as opposed to 9% by the CBC.

However, as expected, we find that CBC stations scheduled more than half of their news items (55%) into the longer time periods (beyond 60 seconds). In contrast, the Private stations utilized these longer time periods only for 36% of their stories.

C. Use of Visual Materials in Newscasts

The two broadcasting groups, French language CBC and privately owned French language stations used visual illustrative materials for presenting their stories in near-identical amounts: 62% for CBC; 63% for private stations. (See Table 9)

D. Gender of Anchor Persons

A clear difference is discernible in the usage of female anchor persons in the presentation of news items. The CBC stations utilized female anchors for presentation of 71% of their stories, as compared to 23% by private stations.

E. Gender of Reporters of News Items: Non-Anchor

Near identical usage of female reporters of location stories was made by each of the broadcast groups: 24% by CBC; 25% by private stations.

III. Conclusions: Analysis of Differences

Some clear differences between the French language CBC-owned stations and French language privately owned stations were apparent in the five-day study period of local community newscasts.

The private stations scheduled proportionately less hard spot news items, but scheduled a higher proportion of commercial occasions than did the CBC-owned stations. As well, private stations scheduled a smaller proportion of items of local origin. Thus, private stations indicated a slightly greater dependency upon their networks than did CBC stations.

CBC owned stations demonstrated a greater focus of their stories, proportionally, on the local community than did private stations. As well, proportionately more CBC stories were delivered by female anchors than by male anchors; and proportionately more CBC female anchors presented news stories than did female anchors on private stations.

As well, not unexpectedly, CBC stations tended to schedule a greater share of news stories in longer formats (example, one minute and longer) than did privately owned stations.

CBC vs. Private Stations

(French Only)

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N= 363	PRIVATE N= 520	TOTAL N= 883
Hard News	57%	53%	54%
Features	10	5	7
Weather Reports	4	2	3
Sports	4	2	3
Commercials	25	38	33
	100%	100%	100%

Cramer's V = .17
P < .001

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 273	PRIVATE N= 326	TOTAL N= 599
Local	53%	42%	47%
Network	40	48	44
Other	7	10	9
	100%	100%	100%

Cramer's V = .13
P < .01

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N=271	PRIVATE N= 327	TOTAL N= 598
City	43%	27%	34%
Home province/region	14	13	13
Other provinces	5	9	7
National	5	11	9
US/Can-Am	7	16	12
Global	13	13	13
Other	13	11	12
	100%	100%	100% Cramer's V=. P < .001

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 96	PRIVATE N= 157	TOTAL N=253
Politics	23%	13%	17%
Defense	10	5	7
Economics	16	17	16
International Aid	1	1	1
Social Service	0	2	1
Crime/legal	5	10	8
Culture/Arts/Relig./ Entertain.	5	11	9
Science/Med/Technical	0	6	4
Terrorism	10	6	8
Environment	0	0	0
Human Interest	0	3	2
Other	30	26	27
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 72	PRIVATE N= 155	TOTAL N= 227
Canada	12%	36%	29%
United States	22	33	30
United Kingdom	0	1	1
France	7	3	4
USSR	8	2	4
Middle East	7	2	3
South Africa	14	5	8
Italy	4	3	3
Latin America	6	1	2
India	0	1	1
Other	20	13	15
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 183	PRIVATE N= 175	TOTAL N= 358
Political	23%	25%	24%
Economic	27	32	29
Culture	18	6	12
Legal	3	6	5
Human Interest	15	17	16
Sports & Weather	14	14	14
	100	100	100

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 268	PRIVATE N= 322	TOTAL N= 590
Anchor Only	53%	59%	56%
Anchor with Reporter	45	38	41
Reporter Only	2	3	3
	100%	100%	100%

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N=273	PRIVATE N= 330	TOTAL N= 603
01 to 30 sec.	36%	35%	35%
31 sec. to 1 min.	9	29	20
1:01 to 2:00 min.	38	23	30
2:01 to 3:00 min.	9	7	8
over 3 min.	8	6	7
	100%	100%	100%

Cramer's V = .23
P < .001

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	PUBLIC N= 273	PRIVATE N= 330	TOTAL N= 603
	62%	63%	63%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 273	PRIVATE N= 315	TOTAL N= 588
Male	29%	77%	55%
Female	71	23	45
	100%	100%	100%

Phi = .48
P < .001

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 131	PRIVATE N= 123	TOTAL N= 254
Male	76%	75%	76%
Female	24	25	24
	100%	100%	100%

CBC Owned and Operated Stations and Privately Owned Stations Compared: English and French Language Stations Combined

The following is a summary of data concerning the local communtity newscasts of CBC owned stations and privately owned stations. The data were collected during a five-day study period in October 1985.

I. Analysis of News Content

A. Type of Content

Almost no differences are discernible between the kinds of content scheduled by CBC-owned and privately-owned stations: hard spot news items, feature items, weather/ sports reports, and commercial announcements are scheduled in nearly identical proportionate amounts. (See Table 1)

B. Origin of Content

On the other hand, differences are apparent when the origin of news content is examined. For example, 63% of the news content of CBC stations is originated with local resources, while 67% of privately owned stations have the same origin.

Further, 25% of news items scheduled on the CBC newscasts have their origin in the CBC network, as opposed to 18% of the private stations' content originating in their networks. (See Table 2)

C. Focus of Coverage: Local to Global

Almost no differences are detectable concerning the focus of station news stories pertaining to particular geographical areas. Near identical data are recorded for the two groups' coverage of the local community, the region, the province, the nation, and the international community. (see Table 3)

D. Coverage of Issues: National to Global

Very few differences can be identifed concerning the coverage afforded to national-international issues scheduled in newscasts by the two station groups. Issues are not only afforded very similar degrees of coverage, but the rank ordering of issues also is very similar. (See Table 4)

E. Countries Covered

The same countries tend to stand out in terms of coverage afforded them by the two station groups, and coverage is almost to the same degree. As well, the countries are rank ordered in a very similar manner. (See Table 5)

F. Issues Covered: Local to Regional

No differences are discernible in the coverage of issues of a local-regional nature. Again, the coverage afforded the issues is in very similar proportionate amounts, and in a rank ordering that is nearly identical. For example, the rank ordering of these issues is almost the same for both groups of stations: Economics; Weather/Sports; Human Interest; Political; Culture. (See Table 6)

II. Analysis of Structure of Presentations

A. Format of News Presentations

Stories presented by anchor persons alone on CBC owned stations were fewer, proportionally, than on privately owned stations (32% and 40%; respectively).

On the other hand, the CBC stations presented a greater proportion of their stories by use of anchors and location reporters than did private stations (64% and 51%, respectively). (See Table 7)

B. Running Time of News Stories

Fewer stories of shorter time periods (01 to 30 seconds) were scheduled by the CBC (22%) than were scheduled by privately owned stations (29%). As well, the same is true of the slightly longer time period (31 seconds to 60 seconds) (CBC 11% as opposed to private stations 17%).

However, in the mid-range to long time period (1 minute to over 3 minutes) the CBC schedules 67% of its news stories, as opposed to 54% for the private stations. (See Table 8)

C. Use of Visual Materials in Newscasts

Some slight difference is discernible in the scheduling of visual illustrative materials in news stories, by both broadcast groups. (See Table 9)

D. Gender of Anchor Persons

There is a clear difference between the news presentations of the two station groups in terms of the gender of anchor persons.

The CBC stations schedule almost twice as many news stories delivered by female anchors than do the private stations (59% and 28%, respectively). (See Table 10)

E. Gender of Reporters of News Items: Non-Anchors

On the other hand, the station groups schedule near identical proportionate amounts of news stories presented by female location reporters (CBC 21% and Private Stations 23%). (See Table 11)

III. Conclusions: Analysis of Differences

Few differences, if any, are detectable between the CBC-owned stations and privately-owned stations with respect to type of content scheduled, the focus of coverage for geographical areas, the coverage of issues of a national-international nature, the coverage of issues of a local-regional nature, the attention afforded to countries, and the general use of visual materials in newscasts.

On the other hand, clear differences are detectable in other areas: CBC stations tend to depend slightly more on their networks for content than do privately owned stations; they focus slightly less on local origin of content; they tend to use location reporters in combination with anchors in greater proportionate amounts than do private stations; they tend to use more female anchor persons than do private stations; and, they tend to schedule fewer short-length stories and more longer-length stories than do private stations.

All CBC vs. All Private Stations

(French and English Combined)

TABLE 1 - Type of content by Public and Private Stations

	PUBLIC N=1,889	PRIVATE N=2,063	TOTAL N= 3,952
Hard News	39%	41%	40%
Features	10	10	10
Weather Reports	5	3	4
Sports	4	3	3
Commercials	42	43	43
	100%	100%	100%

TABLE 2 - Origin of Content by Public and Private Stations (commercials not included)

	PUBLIC N= 1,100	PRIVATE N=1,191	TOTAL N=2,291
Local	63%	67%	65%
Network	25	18	22
Other	12	15	13
	100%	100%	100%

Cramer's V = .08

$P < .001$

TABLE 3 - Focus of Coverage by Public and Private Stations

	PUBLIC N= 1,097	PRIVATE N=1,174	TOTAL N=2,271
City	34%	32%	33%
Home province/region	20	17	18
Other provinces	5	8	7
National	12	14	13
US/Can-Am	8	10	9
Global	12	10	11
Other	9	9	9
	100%	100%	100%

TABLE 4 - Coverage of National to Global Issues, by Public and Private Stations

	PUBLIC N= 399	PRIVATE N= 451	TOTAL N=850
Politics	24%	17%	20%
Defense	6	5	6
Economics	27	27	27
International Aid	1	2	2
Social Service	2	2	2
Crime/legal	8	5	6
Culture/Arts/Relig./ Entertain.	4	8	6
Science/Med/Technical	3	9	6
Terrorism	8	8	8
Environment	2	0	1
Human Interest	2	2	2
Other	13	15	14
	100%	100%	100%

TABLE 5 - Countries Covered by Public and Private Stations

	PUBLIC N= 368	PRIVATE N= 449	TOTAL N= 817
Canada	39%	42%	41%
United States	19	25	22
United Kingdom	3	1	2
France	3	2	2
USSR	2	2	2
Middle East	2	3	3
South Africa	13	9	11
Italy	6	4	5
Latin America	1	1	1
India	1	1	1
Other	11	10	10
	100%	100%	100%

TABLE 6 - Coverage of local to Regional Issues by Public and Private Stations

	PUBLIC N= 721	PRIVATE N= 747	TOTAL N= 1,468
Political	17%	17%	17%
Economic	23	25	24
Culture	10	7	8
Legal	5	9	7
Human Interest	21	20	21
Sports & Weather	24	22	23
	100%	100%	100%

TABLE 7 - Format of News Presentation by Public and Private Stations

	PUBLIC N= 1,084	PRIVATE N= 1,174	TOTAL N= 2,258
Anchor Only	32%	40%	36%
Anchor with Reporter	64	51	57
Reporter Only	4	9	7
	100%	100%	100%

Cramer's V = .14
P < .001

TABLE 8 - Running Time of News Items by Private and Public Stations

	PUBLIC N= 1,103	PRIVATE N=1,190	TOTAL N=2,293
01 to 30 sec.	22%	29%	26%
31 sec. to 1 min.	11	17	14
1:01 to 2:00 min.	34	26	30
2:01 to 3:00 min.	18	17	17
over 3 min.	15	11	13
	100%	100%	100%

Cramer's V = .10
P < .001

TABLE 9 - Percentage of News Stories using Visuals by Public and Private Stations

	PUBLIC N= 1,103	PRIVATE N= 1,190	TOTAL N= 2,293
	65%	59%	62%

TABLE 10 - Gender of Anchor of News Items covered by Public and Private Stations

	PUBLIC N= 1,049	PRIVATE N= 1,081	TOTAL N= 2,130
Male	41%	72%	57%
Female	59	28	43
	100%	100%	100%

Phi = .31
P < .001

TABLE 11 - Gender of Reporter of News items covered by Public and Private Stations

	PUBLIC N= 751	PRIVATE N= 687	TOTAL N= 1,438
Male	79%	77%	78%
Female	21	23	22
	100%	100%	100%

Coverage of Local to Regional Topics by Public and Private Stations (Rank-ordered)

The following discussion examines Issues and Topics as they were identified in the newscasts of all publicly-owned and privately-owned stations during the study period. The attached tables break down the resultant data according to all stations, as well as according to English-language and French-language stations separately. (It should be noted here that some data from the CTV affiliated privately owned station in Edmonton were inadvertently omitted from this analysis. However, this omission should not materially affect the results reported here).

A. Political Issues

As Table 1 indicates, of all Political issues, Elections received the greatest attention (with an emphasis on the Quebec Provincial election) of all topics: and, as expected, both Radio Canada stations and privately-owned stations which broadcast in French offered that topic greatest attention (56% and 54%, respectively). English language stations afforded the topic somewhat less attention, CBC 31% and Private stories 22%. At the same time, overall, CBC stations exceeded Private stations attention to the topic by a 40% to 32% margin.

The topic of Provincial Government was ranked second, overall, in the country, by both CBC and private stations (21% and 33%, respectively). However, English language privately owned stations afforded that topic greatest attention (39%) with other stations following in this order: French CBC (25%); English CBC (19%); French Private (18%).

As Political "topics", local MPs and MLAs received the least attention (with one exception) of all remaining topics. The exception was with French Radio Canada stations where 7% of political content focused on political representatives.

B. Economic Topics

Table 2 describes salient topics related to the issue of Economics. Rank ordered, overall, in the nation, these topics prevailed: First, Labour Problems (CBC 22%; Private 26%); Local Development (CBC 17%; Private 16%); Transportation (CBC 15%; Private 14%). Somewhat unexpectedly, the topic of Unemployment ranked seventh in the listing of 10 topics followed by Agriculture, Trade, and Cost of Living, in that order.

English Language stations concurred in the rank ordering of the first three topics, and with these emphases: Labour Problems (CBC 24%; Private 28%); Local Development (CBC 16%; Private 17%); and Transportation (14% for both CBC and Private stations).

French language stations rank ordered the topics differently. Radio Canada rank ordered Industrial topics first (32%), Local Development stories second (21%), and Labour Problems third (18%). Transportation ranked fourth with 16% degree of attention.

French language privately owned stations, as well, ranked Industrial topics in first place (36%-- the most highly emphasized topic by any of the four networks); Labour Problems next (20%);

Local Development third (14%); Transportation, fourth (12%).

C. Cultural Topics

In the study period, five topics constituted Culture as an issue: Concert/Plays; Festivals; Films; Religion; Media. Topics other than these listed five were grouped as "Other". And it is this "Other" topic that was ranked first in attention by French private stations (56%); English Private Stations (47%); and by Private Stations, overall (48%).

Concerts/Plays as a cultural topic received the second-most degree of attention, Radio Canada(49%); CBC stations, overall (41%); CBC English stations (32%). Private stations tended to offer less attention to the topic-- almost by half in all instances.

Festivals, generally, received the third-most degree of attention, and in very near similar amounts by CBC and private stations, and by both English-language and French-language stations (ranging in coverage from 11% to 21%).

D. Legal Topics

Three topics dominated news items which focused on Legal issues: Trials, Human Rights, and Abortion. All other legal references were grouped under the "Other" category.

Overall, trials dominated the news items with CBC attending to that topic in 54% of the cases, and Private stations in 56% of the cases. English language stations, both CBC and Private (62% and 60%, respectively) exceeded French language stations considerably in the study period (Radio Canada 0%; Private Stations 30%).

Human Rights ranked third, overall, although Radio Canada stations referred to the topic in 40% of the instances; in second place for that network. CBC English stations also ranked the topic in second place (22% of the cases).

In all relevant instances, the topic of Abortion was ranked fourth, on individual networks and overall in the country. (See Table 4)

E. Human Interest Topics

Table 5 lists the topics that were identified in newscasts and which were labelled in the broad catetory Human Interest: Crime; Health; Fires; Auto Accidents; Environment; Disasters; topics other than these five were accommodated under the "Other"category.

Radio Canada referred to this "Other" category in 39% of relevant cases (1st place); Health in 25% of occasions (2nd placé); Crime in 22% of occasions (3rd place). French language stations identified Crime in first place in 41% of relevant cases; "Other" in second place in 21% of relevant cases; Fires and Auto Accidents (each with 14%) in third place.

English language stations rank ordered in this manner: CBC "Other" (30%); Crime (24%); Health (23%). Private stations: Crime (36%); Health (31%); "Other" (12%).

F. Weather/Sports (and "Other") Topics

Table 6 identifies the attention offered by TV stations in newscasts during the study period regarding Weather and Sports.

Except in the case of Radio Canada, when Sports items were afforded 54% of the attention, all other networks emphasize Weather over Sports: CBC English 52% to 39%; Private English 40% to 38%; Private French 56% to 44%. As well, overall in the nation, Weather items prevailed over Sports items on both CBC stations (51% to 41%) and on private stations (42% to 39%).

G. Use of Visuals in Newscasts

Wherever visual materials were used in newscasts, the following proportionate usage of film/videotape as opposed to still photos graphics was apparent: CBC prevailed;overall, over Private stations in use of film/videotape materials by a slight margin, 77% to 75%. English language CBC stations prevailed over English language private stations, 81% and 76%, respectively. French language privately owned stations, however, prevailed over Radio Canada stations, 75% to 62%,respectively. (See Table 7)

H. Special Focus of Stories: Women, Ethnic, Native, "Other"

While the number of mentions overall is low (one and two mentions, for example, in two instances, and, overall, only a total of 38 times) news items with a special focus were identified in the study week. Of all special topics, women and women's issues received the highest degree of attention: English language private stations (58%); Radio Canada (50%); English language CBC stations (18%). (See Table 8)

French language newscasts were found to lack this special story focus to a greater degree than did English language newscasts. On the other hand, English CBC exhibits the highest orientation to this type of focus.

Coverage of Local to Regional Topics by Public and Private Stations (Rank-Ordered)

Table #1

		All Stations			English Stations		French Stations	
		Total (N=242)	CBC N=119	Private N=123	CBC N=78	Private N=84	CBC N=41	Private N=39
	Political Topics							
1.	Elections	(36%)	40%	32%	31%	22%	56%	54%
2.	Provincial Gov't.	(27)	21	33	19	39	25	18
3.	Education	(15)	17	14	23	16	5	10
4.	Social Services	(8)	9	6	13	6	2	8
5.	Regional Gov't.	(5)	5	5	5	6	5	3
6.	City Council	(4)	3	6	5	7	0	3
7.	Local MP	(2.5)	2.5	2	4	2	0	2
8.	Local MLA	(2.5)	2.5	2	0	2	7	2
		100%	100%	100%	100%	100%	100%	100%

Table #2

		(N=324)	N=149	N=175	N=105	N=119	N=44	N=56
	Economic Topics							
1.	Labour Problems	(24%)	22%	26%	24%	28%	18%	20%
2.	Local Development	(17)	17	16	16	17	21	14
3.	Transportation	(14)	15	14	14	14	16	12
4.	Industrial	(13)	13	14	5	4	32	36
5.	Market Conditions	(8)	8	8	9	10	4	4
6.	Canadian Dollar	(7)	6	8	8	13	0	0
7.	Unemployment	(7)	7	7	10	8	0	5
8.	Agricultural	(4)	6	2	7	1	5	5
9.	Trade	(3)	2	3	3	3	0	2
10.	Cost of Living	(3)	4	2	4	2	4	2
		(100%)	100%	100%	100%	100%	100%	100%

Table #3

	All Stations			English Stations		French Stations	
	Total	CBC	Private	CBC	Private	CBC	Private
	(N=117)	N=64	N=53	N=31	N=44	N=33	N=9
Cultural Topics							
1. Other	(34%)	20%	48%	19%	48%	21%	56%
2. Concerts/Plays	(29)	41	15	32	16	49	11
3. Festivals	(18)	17	19	19	21	15	11
4. Films	(8)	9	6	7	4	12	11
5. Religion	(7)	8	6	13	4	3	11
6. Media	(5)	5	6	10	7	0	0
	(100%)	100%	100%	100%	100%	100%	100%

Table #4

	(N=109)	N=37	N=72	N=32	N=62	N=5	N=10
Legal Topics							
1. Trials	(55%)	54%	56%	62%	60%	0%	30%
2. Other	(23)	19	25	13	21	60	50
3. Human Rights	(18)	24	15	22	14	40	20
4. Abortion	(4)	3	4	3	5	0	0
	(100%)	100%	100%	100%	100%	100%	100%

Table #5

	(N=294)	N=149	N=145	N=121	N=116	N=28	N=29
Human Interest							
1. Crime	(30%)	24%	37%	24%	36%	22%	41%
2. Health	(25)	24	27	23	31	25	10
3. Other	(23)	32	14	30	12	39	21
4. Fires	(8)	5	11	4	10	7	14
5. Auto Accident	(6)	5	7	5	5	7	14
6. Environment	(6)	9	2	12	3	0	0
7. Disasters	(2)	1	2	2	3	0	0
	(100%)	100%	100%	100%	100%	100%	100%

	All Stations			English Stations		French Stations	
	Total (N=340)	CBC N=172	Private N=168	CBC N=146	Private N=143	CBC N=26	Private N=25
Sports, Weather & Other Topics							
1. Weather	(47%)	51%	42%	52%	40%	46%	56%
2. Sports	(40)	41	39	39	38	54	44
3. Other	(13)	8	19	9	22	0	0
	(100%)	100%	100%	100%	100%	100%	100%

Table #7

.isuals

	English Stations		French Stations		Total	All Stations	
	CBC	Private	CBC	Private		CBC	Private
	N=550	N=489	N=170	N=208	(N=1,420)	N=721	N=699
ilm/Tape	81%	76%	62%	75%	(76%)	77%	75%
hoto/graphics	19	24	38	25	(24%)	23%	25%
	100%	100%	100%	100%	(100%)	100%	100%

Cramer's V = .11 Cramer's V = .14
P < .01 P < .02

Table #8

Special Focus

	All Stations			English		French	
	Total	CBC	Private	CBC	Private	CBC	Private
	(N=38)	N=25	N=13	N=22	N=12	N=2	N=1
Women	(32)	20%	54%	18%	58%	50%	0%
Other	(32)	32	31	27	34	50	0
Native	(18)	20	15	23	8	0	100
Ethnic	(18)	28	0	32	0	0	0
	(100%)	100%	100%	100%	100%	100%	100%

ENGLISH NETWORKS

- CBC Network
- CTV Network

I. Analysis of News Content

A. Type of Content

Biggest difference between CBC & CTV is the percentage of commercials and hard news items. The commercials cut into the hard news portion of the news cast on CTV, not the feature side. (See Table #1)

B. Origin of Content

While the CBC uses slightly more Canadian originated pieces and CTV slightly more American originated pieces, the differences are not statistically significant. (See Table #2)

C. Primary Geographic Focus of Stories

In spite of 39% of items falling into the category of commercials on CTV, the private network ran only 6 less news and feature items.

There is little difference in the amount of Canadian and American coverage on the two networks (CTV about 5% higher on each category) while CBC ran about 10% more international news. (See Table #3)

D. Comparison of Focus of Canadian and U.S. News Items by Public and Private Ownership

Table 4 indicates that on the CBC network, stories dealing with both Canada and the U.S. tend to have a national focus (76% Canadian; 70% U.S.). On CTV, while nationally focussed items are still the largest category (55% Canadian; 42% U.S.), there is a wider focus on other areas (sub-Province/State; Province/State; Global) than by the CBC.

E. Country of News Focus

Table 5 indicates that both networks identified three nations/areas for prominency, and in two cases, in identical amounts: Middle East 24% by each network and South Africa 12% by each network. There was some difference in attention afforded the third country/area, Italy. CTV offered greater prominency in its newscasts to Italy than did CBC, by a margin of 29% to 12%. Overall, however, the total number of news stories focussing on foreign nations was not great: the CBC scheduled 25 stories and the CTV scheduled 17 stories. These three countries/areas tended to dominate news during the study period: Middle East for its armed conflicts; South Africa because of the continuing problems related to apartheid policy; and Italy because of the hijacking of the Italian cruise ship.

F. Issues Covered by the Two Networks

Table 6 indicates that both networks identified the issues of Politics and Economics for prominency, and these were rank-ordered first and second by both networks

(CBC: Politics 31% & Economics 27%; CTV: Politics 24% & Economics 23%). For the CBC, Crime/Legal as an issue was ranked in third position (13%), while for CTV, Terrorism was ranked in third position (11%).

II. Analysis of Structure of Presentation

A. Format of News Presentation

Very little difference was noted between the networks in terms of their use of anchor persons and location reporters. CBC tended to use anchors for story presentations in 47% of its news items compared to 44% by CTV. A combination of anchor with location reporter was favoured by CTV over CBC only slightly, 56% to 52%, respectively.

B. Running Time of News Stories

Significant differences between the two were apparent when the running time of stories was considered. The CBC scheduled more stories of a shorter time length (01 to 30 seconds) than did the CTV network (40% and 27%, respectively) and also ran more stories of a length of 2 minutes and longer (36% and 27%, respectively). In the middle time range (31 seconds to 2 minutes), CTV scheduled more stories (46% to 24%, respectively). (See Table 8)

C. Use of Visuals in Newscasts

As Table 9 indicates, CTV used more visuals in the study period, in this proportion: CTV 82%; CBC 74%. In part, this might account for CTV greater usage of middle-length news items than that of the CBC.

D. Gender of Anchor Persons

During the study period, the CBC used a male anchor person exclusively, in comparison to CTV's 81% usage of a male anchor. CTV used female anchor persons on 19% of the presentation of news stories. (See Table 10)

E. Gender of Reporters of News Items: Non-Anchor

Male location reporters dominated on-air exposure during the study period, with CTV slightly ahead of the CBC in this respect--87% to 71%, respectively. (See Table 11)

III. Conclusions (Analysis of Significant Differences)

Most notably, the private network sacrifices daily hard news coverage for commercial time. For both networks, 90% of all news items have a Canadian origin, and 50% have a Canadian focus. The CBC seems to take a more national perspective on the news while the CTV takes a more global perspective. The CBC deals more with the issues of: politics, military/defense, economics, and crime; while the CTV deals more with: international aid and "other" topics. The CBC runs relatively more shorter and longer items than does the CTV network.

ENGLISH NETWORKS

TABLE #1

Type of Content,
by Public and Private Ownership

	CBC N=69	CTV N=102	Total N=171
Hard News	89%	49%	65%
Features	11	12	11
Commercials	--	39	24
	100%	100%	100%

Cramer's V=.45
p<.001

TABLE #2

Origin of News Items
by Public and Private Networks

	CBC N=68	CTV N=62	Total N=130
Canada	92%	89	90%
US	4	10	7
Other/unknown	4	1	3
	100%	100%	100%

TABLE #3

Primary Geographical Focus of News Items,
by Private and Public Ownership

	CBC N=68	CTV N=62	Total N=130
Canada	48%	53%	51%
US	15	19	17
International	37	28	32
	100%	100%	100%

TABLE #4

Comparison of Focus of Canadian and U.S. News items, by Public and Private Ownership

	CBC		CTV	
	Can. N=33	U.S. N=10	Can. N=33	U.S. N=12
Sub-prov/ sub-state	3%	10%	15%	8%
Provincial/state	18	0	18	17
National	76	70	55	42
Global	3	20	12	33
	100%	100%	100%	100%

TABLE #5

Country of News Focus by

Public and Private Stations

	CBC N = 25	CTV N = 17	TOTAL N = 42
United Kingdom	4%	0%	2%
France	0	0	0
USSR	4	0	2
Middle East	24	24	24
South Africa	12	12	12
Italy	12	29	19
Latin America	4	0	2
India	4	0	2
Other	36	35	37
	100%	100%	100%

TABLE #6

Issue Area Coverage,
by Public and Private Ownership

	CBC N=68	CTV N=70	Total N=138
Politics	31%	24%	28%
Military/Defense	6	1	4
Economics	27	23	24
International Aid	0	10	5
Social Services	1	2	1
Crime/Legal	13	7	10
Culture/Arts/Religion	0	2	.5
Science/Medicine/Technology	3	4	4
Terrorism	9	11	10
Sports	3	4	4
Pollution	0	2	.5
Other	7	10	9
	100%	100%	100%

TABLE #7

Format, by Stations

	CBC N=68	CTV N=62	Total N=130
Anchor	47%	44%	45%
Anchor w/reporter	52	56	54
Other	1	0	1
	100%	100%	100%

TABLE 8

Running time, by Public and Private Networks

	CBC N=67	CTV N=33	Total N=130
01 to 30 sec.	40%	27%	34%
31 sec. to 1 min.	10	19	15
1:01 to 2:00 min.	14	27	20
2:01 to 3:00 min.	31	27	29
over 3 min.	5	0	2
	100%	100%	100%

Cramer's V=.25
P < .05

TABLE #9

Use of Visuals, by Public and Private Networks

	CBC N=68	CTV N=62	Total N=130
% Using Visuals	74%	82%	78%

TABLE #10

Anchor Gender, by Public and Private Networks

	CBC N=68	CTV N=62	Total N=130
Male	100%	81%	91%
Female	0	19	9
	100%	100%	100%

TABLE #11

Reporter Gender, by
Public and Private Networks

	CBC N=35	CTV N=37	Total N=72
Male	71%	87%	79%
Female	29	13	21
	100%	100%	100%

Canadian French Television Networks

- CBC Network
- TVA Network

The following is a comparison of network level newscasts of the Radio Canada (CBC French) public network and TVA French privately owned network. In preparing this comparison, it should be noted (as a reminder) that Radio Canada news is nationally distributed through CBC owned and operated stations. The TVA news network is distributed, essentially, in the Province of Quebec.

Nevertheless, a comparison of characteristics is valid, because the basic intent of the two networks is to provide stations in their local communities with news programming of the national and/or international scope which stations, individually, do not attempt to collect or produce on their own.

I. Analysis of News Content

A. Type of Content

Radio Canada schedules a greater volume of hard spot news items than does TVA (89% and 68%, respectively). However, the networks schedule the same amounts of feature news content (3%). The TVA network, as might be expected, schedules the remainder of its time with commercial content (29%). The Radio Canada commercial commitment is considerably less at 8% of total content (ie., counting occasions rather than running time).

B. Origin of Content

The two networks schedule almost identical amounts of content which originates in Canada (Radio Canada 87%; TVA 86%).

Content originating in the United States is, again, of nearly similar amounts: (Radio Canada 8%; TVA 10%). The remaining amounts of content (other/unknown) are also similar with Radio Canada at 5% and TVA with 4%. (See Table 2)

C. Primary Geographical Focus of News Items

Table 3 indicates that TVA offers greater focus on Canada than does Radio Canada-- 85% to 75%, respectively. On the other hand, Radio Canada schedules more items which focus on the United States (11%) than does TVA (5%). Other international focus is not very differentiated, in terms of focus by the networks-- Radio Canada 14% and TVA with 10%.

D. Focus of Canadian and United States News Items

Table 4 offers a comparison of the Radio Canada public network with the TVA private network with respect to items which cover Canada and the United States. Some differences between the operations of Radio Canada and TVA in this respect are discernible.

Of the Radio Canada Canadian news stories, 14% of these stories focussed on subjects/communities with less than Provincial status. TVA stories focused 17% of its stories on the sub-Provincial community.

Radio Canada stories which focused on the Province were 39% of the total, and TVA stories were 53% of the total.

Of Canadian stories which focused on the Nation as a context (other than the U.S.) were 5% of their totals. Stories which had no specific area focus were very similar in amounts-- with Radio Canada scheduling 16% and TVA 13%.

Of the networks' stories which focused on the United States, neither Radio Canada nor TVA scheduled stories that were less than at the State level. On the other hand, State context stories carried by Radio Canada amounted to 35% of its total. No State-level stories were scheduled by the TVA Network in its United States focused news stories.

Stories which focused on the U.S. as a nation in U.S. stories, were scheduled by the two networks in almost similar amounts-- 21% by Radio Canada, and 25% by TVA. Stories which were characterised by a global-international focus, and which were U.S. in focus, amounted to 36% of the total by Radio Canada, and 50% of the total by TVA network.

Finally, stories which had no particular focus, and which focused on the U.S, represented only 7% of the total items scheduled by Radio Canada but represented 25% of the total on the TVA network.

E. Country of News Focus

Some differences are apparent between Radio Canada and TVA networks with respect to the attention paid by these networks in their news stories to individual nations. Indeed, very little similarity is evident. (See Table 5)

Priority of focus for Radio Canada was as follows: Latin America, 22%; South Africa, 17%; Italy, 11%; France, U.S.S.R., and the Middle East were fourth with 6% each.

Priority of focus for TVA was as follows: Italy, 30%; the following countries were tied in second spot with 14% each (United Kingdom; Middle East; South Africa; Latin America).

Thus, focus on South Africa was nearly the same (17% Radio Canada and 14% TVA); focus on Italy showed TVA with 30% and Radio Canada with less than half that amount at 11%; and, Radio Canada placed greater attention on Latin America with 22% as opposed to TVA's 14%.

F. Coverage of Issues

Table 6 indicates that the two networks identified pretty much the same issues for greater attention in their newscasts although in differing amounts and with a different rank-ordering.

The issues of Economics and Politics received by far the greatest attention by the two networks than did other issues. Economics was ranked first by Radio Canada (27%). On the other hand, Politics was ranked second by Radio Canada (22%), but was ranked first by TVA (28%).

II. Analysis of Structure of Presentation

A. Format of News Presentations

Table 7 reveals that few differences exist with respect to the format of news presentations by the two French networks. Of Radio Canada stories, 50% were presented by anchor persons, while

47% of TVA's news reports were presented by anchor persons.

Stories presented by a combination of anchors and location reporters were, again, very similar: 41% by Radio Canada, and 45% by TVA.

B. Running Time of News Stories

News stories that run in the short time period from 01 - 30 seconds are scheduled in greater amounts by the publicly owned Radio Canada Network (41%) than by the privately owned TVA (28%). Beyond that time period, when the categories are grouped, TVA schedules more of its stories in longer periods. For example, of stories that ran from one minute to two minutes, TVA scheduled 37% of its total scheduled stories as opposed to 26% by Radio Canada.

As well, of stories that ran from one minute and longer, TVA scheduled 55% of its stories in that time period while Radio Canada scheduled only 48%. Radio Canada, however, scheduled more stories than did TVA in the time period of three minutes or longer--6% to 0%. (See Table 8)

C. Use of Visual Materials in Newscasts

In terms of how frequently the two networks use visual illustrative materials within news stories, there is little difference apparent between the two networks. Radio Canada, in the study period, used visuals in 96% of its stories, while TVA used such illustrative material 99% of the time. (See Table 9)

D. Gender of Anchor Persons

During the study period, both networks utilized male anchor persons only for the reporting of their news stories. (See Table 10)

E. Gender of Reporters of News Items: Non-Anchor

Some difference is apparent between the two networks in their use of location reporters for their news stories. For 26% of its reports, Radio Canada used female reporters. TVA used female reporters for 18% of its news reports. (See Table 11)

III. Conclusions: Analysis of Differences

Differences between the two Franch networks are not pronounced. Some slight surprises are apparent, but overall, the two networks are marked more by similarities than they are by differences.

Some of the unexpected results are these. First, it was expected that TVA rather than Radio Canada would schedule more hard, spot news stories and that Radio Canada would schedule more feature stories. Such was not the case; the opposite turned out to be the case in this study period.

Second, it was expected that Radio Canada, the publicly-owned network, would schedule a greater proportion of its stories than would TVA with a focus on Canada. Again, the opposite was apparent.

Third, based upon findings relating to owned and operated stations of Radio Canada, it was expected that Radio Canada network news items would be longer and presumably more in-depth stories than what would be found on the privately-owned TVA network. Again, the opposite was the case.

Overall, on the remainder of the comparative data and categories, the two networks were fairly similar in their reporting.

French Networks

CBC Network
TVA Network

Table #1

Type of Content, by Public and Private Networks

	CBC N=120	TVA N=105	TOTAL N=225
Hard News	89%	68%	80%
Features	3	3	3
Commercials	8	29	17
	100%	100%	100%

Cramer's V=.29
P < .01

Table #2

Origin of News Items by Public and Private Networks

	CBC N=110	TVA N=74	TOTAL N=184
Canada	87%	86%	86%
U.S.	8	10	9
Other/Unknown	5	4	5
	100%	100%	100%

Table #3

Primary Geographical Focus of News Items, by Private and Public Networks

	CBC N=110	TVA N=74	TOTAL N=184
Canada	75%	85%	78%
U.S.	11	5	9
International	14	10	13
	100%	100%	100%

Table #4

Comparison of Focus of Canadian and U.S. News Items, by Public and Private Networks

	CBC		TVA	
	CAN. N=80	U.S. N=14	CAN. N=64	U.S. N=4
Sub-Provincial/ Sub-State	14%	0%	17%	0%
Provincial/State	39	36	53	0
National	26	21	12	25
Global	5	36	5	50
Non-place Specific	16	7	13	25
	100%	100%	100%	100%

Table #5

Country of News Focus by
Public and Private Networks

	CBC N=18	TVA N=7	TOTAL N=25
United Kingdom	0%	14%	4%
France	6	0	4
USSR	6	0	4
Middle East	6	14	8
South Africa	17	14	16
Italy	11	30	16
Latin America	22	14	20
India	0	0	0
Others	32	14	28
	100%	100%	100%

Table #6

Issue Area Coverage, by
Public and Private Networks

	CBC	TVA	TOTAL
	N=110	N=74	N=184
Politics	22%	28%	25%
Defense	1	1	1
Economics	27	22	25
International Aid	2	0	1
Social Service	1	1	1
Crime/Legal	6	8	7
Culture/Arts/Relig./ Entertainment	6	5	6
Science/Med./Technical	10	5	8
Terrorism	5	3	4
Sports	2	1	2
Environment	2	3	2
Other	16	23	18
	100%	100%	100%

Table #7

Format, by Stations

	CBC	TVA	TOTAL
	N=108	N=74	N=182
Anchor	50%	47%	49%
Anchor with Reporter	41	45	42
Other	9	8	9
	100%	100%	100%

Table #8

Running Time, by Public and Private Networks

	CBC	TVA	TOTAL
	N=110	N=71	N=181
01 to 30 sec.	41%	28%	36%
31 sec. to 1 min.	11	17	13
1:01 to 2:00 min.	26	37	30
2:01 to 3:00 min.	16	18	17
over 3 min.	6	0	4
	100%	100%	100%

Table #9

Use of Visuals, by Public and Private Networks

	N=110	N=74	N=184
% Using Visuals	96%	99%	97%

Table #10

Anchor Gender, by Public and Private Network

	N=100	N=68	N=168
Male	100%	100%	100%
Female	0	0	0
	100%	100%	100%

Table #11

Reporter Gender, by Public and Private Networks

	N=50	N=33	N=83
Male	74%	82%	77%
Female	26	18	23
	100%	100%	100%

English CBC and CTV Network News:

A Summary Comparison

In a comparison of English language television networks (CBC and CTV):

-there were few discernible differences between networks' newscasts concerning: the origin of content; primary geographical focus of news items; attention afforded to particular issues in degree of attention and in the rank ordering of issues; and the formats, generally, of the news presentations.

-the CTV network scheduled more commercial occasions associated with its newscast-- the CBC network scheduled none.

-the CBC network tended to schedule more stories than did CTV of a hard, spot news character.

-the CBC tended to schedule more stories that ran 30 seconds or less, but also scheduled more stories that were over two minutes in length. The CTV network tended to schedule more stories that were in the mid-range of one to two minutes in length.

French Network News Summary

In a comparison of French language television networks (Radio Canada and TVA):

-there were few discernible differences between the networks' newscasts concerning: the origin of content; primary geographical focus of stories; attention afforded to particular issues in degree of attention and in the rank ordering of issues; the running times of stories; and the formats, generally, of the newscasts presentations.

-the TVA network scheduled more commercial occasions associated with its newscasts than did the Radio Canada network.

-Radio Canada tended to schedule a greater proportion of stories than did TVA of hard, spot news character.

English CBC and Private Station
Local News: A Summary Comparison

-CBC news items are, on the average, longer than news items presented by private local news stations, therefore, one may assume they reflect a more in-depth discussion of news items.

-CBC news items are more often presented by an anchor in studio and a field reporter than are private station news items.

-CBC news items are more often presented by a female anchor person than are private station news items.

-CBC news items less often originate in the broadcaster's community than do news items presented on private stations, while CBC stations will be more apt to present news items originating from a network source.

-CBC stations are more apt to utilize film/videotape in their news items, while private stations are more apt to use still photos or graphics.

-CBC news items are more apt, than are private station news items, to report topics relating to: elections, education, social services, agriculture, concerts/plays, films, religion, human rights, environment, various human interest items, weather, while holding greater attention on native Canadian and ethnic issues.

-CBC news items are less apt, than are private station news items, to report topics relating to: provincial government, a variety of cultural topics, a variety of legal topics, crime, health, fires and a variety of special topics.

French CBC and Private Station Local News: A Summary Comparison

-CBC news items are, on the average, longer than news items presented by private local stations.

-CBC news items are more often presented by an anchor in studio and a field reporter than are private stations news items.

-CBC news items more often originate from local sources than do private station news items, while private stations more often utilize network and other sources.

-CBC stations program more hard news and feature news items than do private stations, while private stations program more commercials.

-CBC stations use a majority of female anchors, while private stations use a majority of male anchors.

-CBC stations focused more on local community news items, while private stations focused more on national news and U.S/Can-Am news.

-CBC news items are less apt to utilize film/videotape, while private news items are more apt to use film/videotape.

-CBC news items are more apt, than are private station news items, to report topics relating to: provincial government, local MLA, local development, concerts/plays, health, various human interest topics, and sports.

-CBC news items are less apt, than are private station news items, to report topics relating to: social services, unemployment, various cultural topics, trials, crime, and weather.

Combined (English and French) CBC and Private Station Local News: A Summary Comparison

-CBC news items are, on the average, longer than news items presented by private local news stations. This may reflect a more in-depth discuss of the news.

-CBC stations are more apt to use network news items, while private stations are more apt to use locally originated news items.

-CBC stations cover more political news on a national to global level.

-CBC stations cover a wider variety of geographical global areas, while private stations focus more upon North American news.

-CBC news items are more apt, than are private station news items, to report topics relating to: elections, concerts/plays, human rights, various human interest topics, environment, weather, and ethnic groups.

-CBC news items are less apt, than are private station news items, to report topics relating to: provincial government, various cultural topics, crime, and various other topics.

-CBC stations are more apt to use an anchor and field reporter combination in presenting news items than are private stations.

-CBC stations use a majority of female anchors, while private stations use a majority of male anchors.

-CBC and private stations both use males as field reporters a majority of the time, in close to 80% of all news items using field reporters.

About the Authors

Walter I. Romanow, Ph.D., Professor, Dean of Students, University of Windsor. Founder of University of Windsor Media Centre and Department of Communication Studies; until recently served as Dean, Faculty of Social Sciences; recent recipient (with Dr. Stuart H. Surlin) of a Secretary of State, Multiculturalism Research Grant relating to the "Uses and Gratifications Received From Heritage Language Newspapers by Five Heritage Language Groups"; has co-authored a book and several journal articles concerning political communication in Canada and newspaper content.

Stuart H. Surlin, Ph.D., Professor, Department of Communication Studies, University of Windsor. Recently co-edited book (with Dr. Walter C. Soderlund) entitled, Media in Latin America and the Caribbean: Domestic and International Perspectives; a former Fulbright Professor at the Caribbean Institute of Mass Communication, University of the West Indies, Jamaica; has published extensively concerning the mass media's social and cultural effect upon North Americans, ethnic groups, and developing nations.

Walter C. Soderlund, Ph.D., Professor, Department of Political Science, University of Windsor. Currently on sabbatical leave, residing in Chapel Hill, North Carolina and associated with Duke University, Department of Political Science. Co-author on a book and author of articles relating to political communication; as well as co-editor on a book and author of numerous papers/articles relating to newspaper coverage of Latin American and Caribbean news events.